

Busy Season Faced By Merchants Who Boost Crosley Sets

Lowering of Tube Prices Results in Reduction in Complete Price of Better—Cost Less Radios.

Remember the old saying to the effect that "every little bit helps"? Naturally we all do, and so let's take advantage of the recent reduction in the price of tubes. Lowering of these prices has resulted in a reduction in price of Crosley radios that are sold complete with batteries, tubes and other accessories. The reduction is not a radical one, and still it will appeal to those who have been contemplating buying receiving sets.

Sales resistance in the radio business is being overcome every day. There was a time when it was practically impossible to sell radios during the Spring and Summer. But with the elimination of interferences and with the offering of receiving sets at reasonable prices, there have come about revolutionary changes in the radio market that make the business a profitable one twelve months in the year.

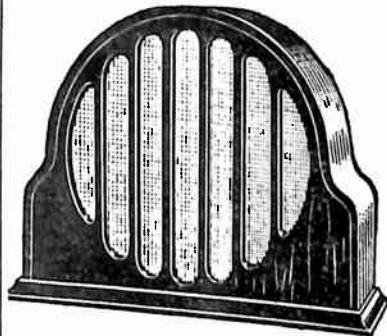
The new receiving sets now being made by The Crosley Radio Corporation are so efficient and are priced so low that prospective buyers cannot overlook them. Nothing comparable to them is for sale at anywhere near the prices asked. The most complimentary letters imaginable are coming from those who have tried them. Reception qualities are perfect, hundreds of happy owners have told us. One radio listener, who claims to have tested every receiving set he could buy or borrow, declared recently that the new sets were pronounced improvements over anything he had ever tested in volume, tonal qualities, selectivity, etc.

When new merchandise meets such immediate approval there can be but one answer. It is as perfect as human hands can make it. Changes in the system of testing sets before they are shipped from the Crosley factories make it practically impossible now for an imperfect radio to leave the place. Each is tested by several radio experts, whose task is to look carefully for any defect.

This hearty welcome accorded to the new products is an indication

(Continued on Page 3.)

Musicones Are Welcomed Everywhere; Demand for DeLuxe Models Increases; Reception With Any Radio Improved



Crosley Musicone DeLuxe

Radio listeners everywhere are welcoming the Crosley Musicones, both the Regular and DeLuxe models, because of their remarkable tonal qualities and because of the manner in which they become part of the picture in any decorative scheme. This type of radio reproducer, entirely different from anything else on the market, has been

proclaimed by thousands of owners as the most perfect obtainable and has been heartily approved by artists and furniture experts because of its artistic qualities and the manner in which it harmonizes with all possible surroundings.

There has been an exceptional demand recently for the DeLuxe Models. In these the mantel clock type cabinet of delicately gridded mahogany houses so attractively the same mechanism as is found in the regular Musicones. This art case, which is illustrated here, was designed especially for those who demand something extraordinarily exclusive as a fitting compliment to an elaborate cabinet radio. It appeals also to those who demand radio that can be heard at all times and in any room in the house. These Musicones may be moved from one room to the other without moving the receiving set, providing,

(Continued on Page 4.)

Vote On White Bill Of Vital Necessity; Listeners Urged to Write to Senators And Demand Immediate Action on Measure

Action by Congress on the White Bill, which gives to the Secretary of Commerce authority to regulate broadcasting and thereby prevent chaos, is of vital necessity, but unless everyone interested in radio takes a hand in the matter there will be grave dangers of the Senate side-tracking the issue by letting it go over to the next session.

There are rumors to the effect that Secretary Hoover intends to give up all efforts to carry out the very successful campaign he has inaugurated unless Congress gives to him some authority. This, everyone knows, would result disastrously to the listeners and would bring about the overthrow of conditions that are becoming more satisfactory every day.

Only one thing will force the Senate to take action, it is said. This is a concerted movement on the part of radio listeners and those who are engaged in the radio business. In legislative circles it is taken for granted that this bill will be passed by the House, but there is fear that the Senate will refuse

to take action on the ground that "more important matters are pending."

Such a calamity as this can be prevented by the millions of radio listeners providing they demand that the Senators from their states give immediate consideration to what is known as the White Bill. Letters and telegrams should be sent to these Senators at once, and they should come from every radio listener in the United States because it is seldom that so many people are so vitally interested in any proposed legislation.

Crosley dealers can assist in the campaign to force the Senate to take action in this matter by suggesting to their customers that they send these messages to Washington. Local newspapers also will cooperate with them when the importance of the bill is explained to the radio editors and telegraph companies undoubtedly also will assist by suggesting to thousands of persons that these appeals be sent in telegraph form.

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Concentration On Crosley Line Means Dealer Prosperity

Merchants Tell About Great Success in Handling New Four and Five Tube Sets.

Dealers are realizing it pays to concentrate their sales efforts on the Crosley line. Past experience has been costly to them, but they are learning that by featuring Crosley radios and Musicones they are making money in amounts heretofore believed impossible.

For instance, out in Ridgeway, Wisconsin, Harry J. Paull, owner of a drug store and radio shop, during the Winter of 1924-25 handled several lines of radios and sold less than \$200 worth. He tells us he sold but a very few sets all Winter "and it was mighty hard work." But in the Fall of 1925 he started featuring the Crosley line and during this season has sold 19 three tube Crosley sets besides a large number of smaller radios. "Price and quality talk," Mr. Paull said in telling about the success he has had since centering his efforts on Crosley merchandise.

Ora Schwabe, of Kinmundy, Illinois, demonstrating one of the new five tube 5-38 radios, brought in, on a Musicone, stations in the following cities without using an aerial: New York, Detroit, New Orleans, Kansas City, Nashville, Atlanta, Chicago and St. Louis. We do not claim this can be done consistently, but the incident proves what these sets will accomplish.

Charles F. Bortte, of New Baltimore, New York, a Crosley dealer, informs us the new four and five tube Crosleys are the first ones he has ever seen with which WGY can be tuned out.

L. P. Brink, of Waverly, New York, has been able to get but two of the new sets but has never seen one. They were sold before he had time to unpack them.

"Crosley is certain to get his share of the radio business in this section from now on," writes Paul H. Andre, Crosley dealer at Albert, Kansas, and C. C. Rawlins, of Rogers Gap, Ky., informs us he has dropped all other lines since Crosley announced his new four and five tube sets. He tells a story about a minister and his wife who had tried for months to obtain a radio satisfactory to them and

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Crosley WLW Programs For Week of March 7

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Sunday, March 7, 1926 Central Standard Time.

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
- 10:30 A. M.—Weather Forecast and River Stages.
- 11:00 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cincinnati Aves. Jesse Halsey, Minister Dan Beddoe, Soloist Adolph H. Stadermann, Organist. Prelude—"Andante Religioso" Geo. Calkin. Doxology. Salutation. Lord's Prayer. Gloria. Duet—"The Lord Is My Shepherd" Miss Nobles, Mr. Beddoe. Children's Sermon. Hymn 161, "In the Cross of Christ I Glory" Scripture Lesson. Pastoral Prayer. Organ Announcements. Offertory "Largo" Handel. Solo "Refrain Thy Voice from Weeping" Sullivan. Prayer. Hymn 439, "According to Thy Gracious Word" Sermon "He Took the Cup" Communion Service, Hymn 419, "Rise My Soul" Benediction. Gloria. Postlude.
- 4:00 P. M.—Organ recital by Cyril Buschle, St. Martin's Church, Cheviot, Ohio. Dubois—Grand Chorus. Dubois—Meditation. Callaerts—Intermezzo. Gullmunt—Elevation. Lemare—Cuckoo. Lemare—Romance. Lemmens—Fanfare. Kinder—In Moonlight. Kinder—At Evening. Boex—Marche Champetre. Rogers—Bridal Song. Remond—La Goccia (The Drop). Martin—Evensong. Von—Humoresque. Saint Saens—Elevation. Lidow—The Music Box. Massenet—Angelus. Dubois—Toccata.
- 7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick MacMillin, Minister.
- 8:20 P. M.—Concert furnished by The H. & S. Pogue Company; Orchestra directed by the well-known bandmaster, Walter Esberger. Soloists: Elizabeth Laughorst, soprano. 1. Grand March: "Aida" Verdi. 2. Overture: "Fra Diavolo" Auber. 3. Romance: Gruenfeld. 4. Melodies from "The Red Mill" Herbert. 5. Characteristic: "Frisolous Cupid" Losey. 6. Berceuse from Jocelyn Godard. 7. Selection "The Prince of Pilsen" Luaders. 8. Paraphrase on "Melody in F" Rubenstein. 9. Finale: "Heads Up March" (The Baldwin Piano) Klorr.

- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:05 P. M.—Religious Services conducted by Rev. George H. Kase.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Student Recital by pupils from the class of Leo Stoffregen. 4:30 P. M.—Official Police Bulletin. 6:50 P. M.—U. S. Market Reports and Weather Forecast.
- 7:00 P. M.—Dinner Concert from the Hotel Gibson Florentine Room; orchestra directed by Robert Visconti. 7:30 P. M.—Theatrical feature. 7:40 P. M.—Continuation of Hotel Gibson concert.
- 8:00 P. M.—Concert by The Cincinnati Times-Star Orchestra. William J. Kopp, director. Soloist: Howard Hafford, tenor. 1. Overture—"Franz Schubert" Part two: Suppe. 2. Intermezzo from the Grand Opera "Goyescas" Enrique Granados. 3. Selection—"The Bohemians" (Carl Fischer Edition) Puccini. 4. Moreau Characteristic—"The Busy Bee" T. Bendix. 5. From Sierra Sketches (5) By the Fireside (Night) 6. Reminiscences of DeWolf Hooper, and Della Fox—"Wang" Morse. 7. Divertissement from Delibes' Ballet "La Courge" (1) Pas des Volles (2) Andante (3) Variations (4) Danse Circassienne. 8. "Chopiniana" Lucius Hosmer. A Fantasia consisting of excerpts from compositions by Chopin. 9. Master Melodies (Revue 11) from Famous Light Operas (The Baldwin Piano) Roberts.

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Tuesday, March 9, 1926 Central Standard Time.

- 7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:05 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti. 1:30 P. M.—Business Reports. 3:00 P. M.—Market Reports. 4:00 P. M.—French Lesson by Madame Ida Telmipids. 4:30 P. M.—Official Police Bulletin. 6:50 P. M.—Weather Forecast and Market Reports. 7:00 P. M.—Historical appreciation of music by Etelka Evans, Cincinnati Conservatory of Music. 7:20 P. M.—Crosley Science Lecture: "Inventions, Trademarks and Tradenames." Mr. George Parker. 7:30 P. M.—Piano Memories by the Crosley Piano Request Lady; Mary Louise Wozzeck. Dorothy (Old English Dance)

- Smith A. Jollification. Jeune Barcarolle ("Tales of Hoffmann") Offenbach. Chinese Serenade. Fliege The Mill. Jensen Valse Bleue. Margis Alla Mazurka. Nemerowsky. P. M.—Dog Talk.
- 7:50 P. M.—Old Time Review of the Crosley Burnt Corkers, comedians and instrumentalists. In a potpourri of wit and melodies of other days, dedicated to Crosley Jobbers in the State of Arkansas; featuring: The Musicome Male Quartet, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnson, Interlocutor.
- 9:00 P. M.—Concert program featuring the Formica Orchestra, William C. Stoess, director, under auspices of the Formica Insulation Company. Replica of a program given by an orchestra through Station 11D0, Hillevson, Holland. Part one: 1. March. 2. Valse Romantique. 3. Overture: "William Tell" Rossini. Part two: 4. Songs by Tosti. 5. Selections from "Aida" Verdi. 6. Overture: "Morning, Noon and Night" Suppe. 7. Waltz and Ballet "Le pas des Fleurs" Delibes. 8. "Extase" Ganne. 9. Humoresque Dvorak. 10. Finale: Music from the Opera "Faust" Gounod (The Baldwin Piano)

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Wednesday, March 10, 1926 Central Standard Time.

- 7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:05 P. M.—Musical Novelties by Irene Downing, player-roll artist. 1:30 P. M.—Business Reports. 3:00 P. M.—Market Reports. 3:30 P. M.—Kroger Cooking chats—conducted by Judith Anderson, "Hints on the Art of Cooking under the auspices of The Kroger Grocery and Baking Co. P. M.—Shut-in Program, directed by William Dunning, co-operating with the Settlement Schools and other institutions, assisted by the Cincinnati Exchange Club. 4:30 P. M.—Official Police Bulletin. 6:50 P. M.—U. S. Weather Forecast and Market Reports. 7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra under the direction of Robert Visconti. 7:30 P. M.—Address by a representative of the Ohio Farm Bureau Federation. 7:40 P. M.—Continuation of the Hotel Gibson Concert. 8:00 P. M.—ENTERTAINMENT EXTRAORDINAIRE BY THE SYRIAN TEMPLE SHRINE BAND AND SOLOISTS, UNDER THE DIRECTION OF HENRY FILLMORE. 10:30 P. M.—The Crosley Male Quartet: Fenton Pugh, first tenor; Russell Dunham, second tenor; Richard Fluke, first bass; Lehard Sheehy, second bass; Walter DeVaux, accompanist.

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Thursday, March 11, 1926 Central Standard Time.

- 7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Central Y. M. C. A.
- 8:00 A. M.—Morning Devotions under auspices of the Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:05 P. M.—Organ concert by Mildred Prigge, pupil of Johanna Grosse, featuring hits from favorite light operas. 12:30 P. M.—Health Talk by Dr. Carl A. Wilzbach, Executive Secretary of the Central Y. M. C. A.
- 12:40 P. M.—Songs by Russell (Red) Green, Lyric Tenor. 1:30 P. M.—Business Reports. 2:00 P. M.—Ethical Study of the Modern Drama, conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School. 3:00 P. M.—Market Reports. 4:00 P. M.—Piano recital by Adelaide Apfel. 4:30 P. M.—Official Police Bulletin. 6:15 P. M.—Musical Handshakes by Bob Groenke and Jim Mischler, the original Crosley Hello Boys. 6:45 P. M.—"The Eyes Have It" by G. H. Hoffman. 6:50 P. M.—Weather Forecast and Market Reports. 7:00 P. M.—Dinner concert from the Hotel Gibson; orchestra under the direction of Robert Visconti. 7:30 P. M.—Educational feature—Wild Animals in Captivity. 7:40 P. M.—Continuation of Gibson Hotel Concert. 8:00 P. M.—Musical by members of the Delta Omicron Sorority, Eta Chapter, College of Music. 8:30 P. M.—Lee's Concert Band, New Richmond, Ohio. 1. March: "Heads Up" Klorr. 2. Overture: "Cow Boy's Wedding" Hevser. 3. Cornet Solo: "Gaiety Polka" Leslie Lee. 4. Novelty: "Hoof Prints" Frank Crumbling. 5. Waltz: "Over the Waves" Laurendau. 6. Fairy Tales. 7. Overture March. 8. Indian War Dance. 9. National Melody. 10. El Capitan March. 11. Sousa. 12. Uncle Jake Rutz and His Punkin Vine Orchestra. 13. Three minute message from the U. S. Civil Service Department. 10:03 P. M.—Popular Concert by the Doherty Melody Boys, dedicated to Crosley Jobbers in the state of Alabama, (furnished by the French Bros.-Bauer Co.). Frank Penderghast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flanigan, saxophone; Frank Britt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Ruebenbauer, drums and effects. 11:00 P. M.—Billy Huber, baritone; Pat Trimbur, piano. 11:15 P. M.—Dance Selections from Castle Farm. 12:15 P. M.—"Night Howls" with the Crosley Pups. (The Baldwin Piano)

(Continued on Page 4.)

Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus Colerain and Sassafras Streets, Cincinnati, Ohio. Telephone: Kirby 3200 Robert F. Stayman Editor Alvin Plough Associate Editor

PROLONGING THE RADIO SEASON

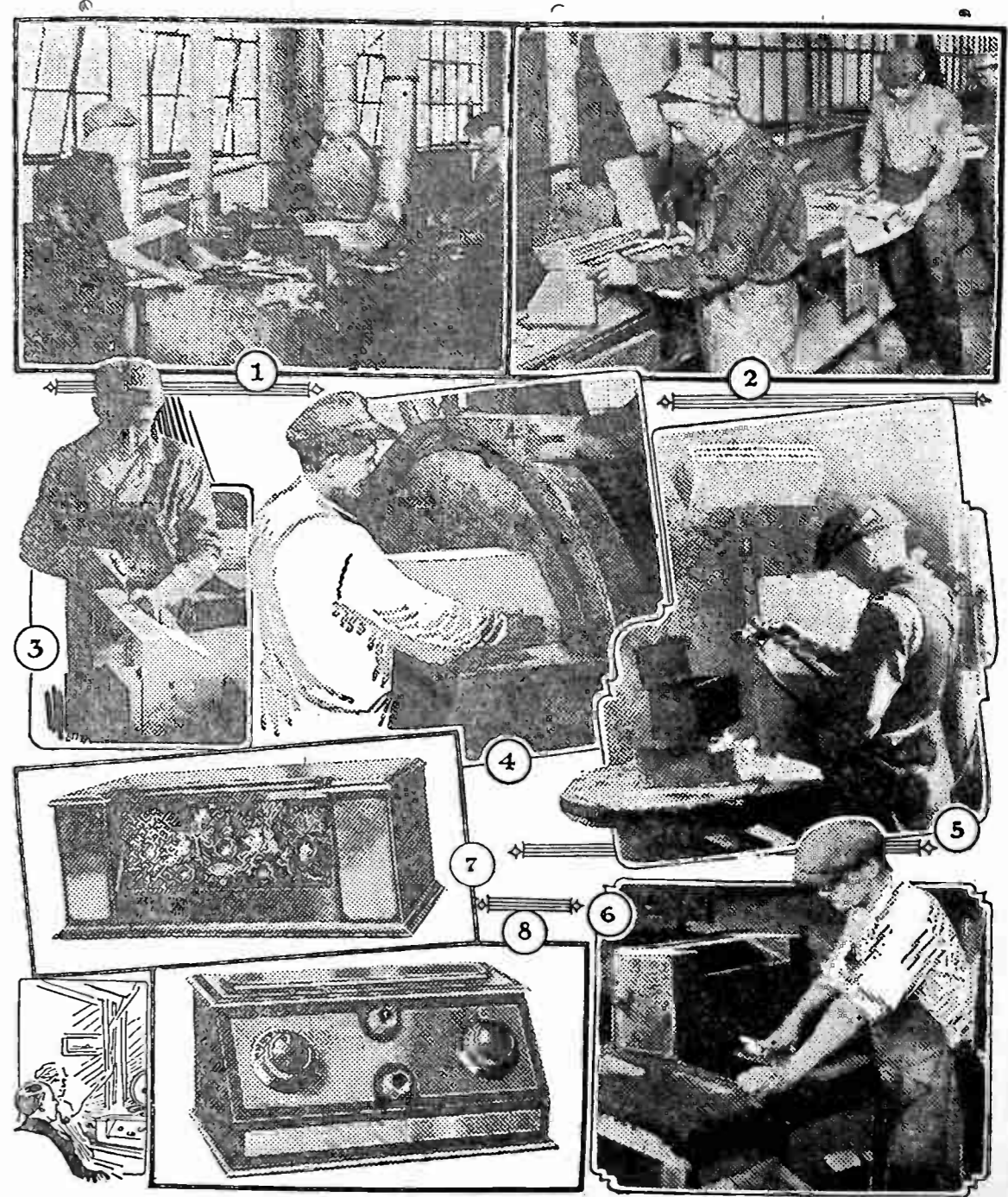
Activity in the four plants of The Crosley Radio Corporation is far more pronounced today than it is in the factories of any other radio manufacturing company in the world and present indications are that this activity will continue throughout the coming Spring and Summer. Distributors, always cautious and mindful of the dangers of overstocking at this period of the year, are buying in tremendous quantities and are turning over their stocks with remarkable rapidity. Authorized dealers are experiencing the business revival and are happily surprised at the manner in which the people are inquiring about and buying the new four and five tube Crosley radios.

Several weeks ago it was predicted by Powell Crosley, Jr., that his announcement of new multiple tube receiving sets, retailing at such ridiculously low prices, would prolong the radio buying season. His prediction has come true and those who study market conditions closely tell us the great value he is offering will result in a busy Summer for those dealers who feature and push the Crosley line.

The little competition noticed immediately after the Christmas holidays, when so-called "sales" were conducted everywhere, is dying out and the public is realizing that it is better to purchase new merchandise at standard prices than it is to buy old material at these so-called "sales." Crosley's new radios have been welcomed everywhere. The number of consumer inquiries received from advertisements in which the new sets were featured has been beyond all expectations—proof that there is a great, nation-wide interest in such radios as these. These inquiries are to be sent direct to the authorized dealers who are boosting Crosley radios and there is no reason why each should not mean a sale.

Co-operation on the part of the authorized dealers is essential in carrying out our campaign to make this a prosperous radio Summer and we readily predict that those who feature Crosley products will find their Summer sales curve almost equal to that of the past busy season.

RADIO CABINETS IN THE MAKING



The trend of radio receiving apparatus is towards the artistic as well as its efficiency. Women are responsible for this change, which has brought the equipment from a laboratory state to one of the most important pieces of home furniture. In its metamorphosis, which has been gradual, the radio set has not only been condensed from a lot of parts wired to a board but the finest artists and designers have contributed their talents to making the

1926 models objects of beauty and efficiency. One of the largest users of solid mahogany in this country is The Crosley Radio Corporation, Cincinnati. The excellence of the cabinets and panels used by this concern are factors in the eye-value appeal to women. The accompanying pictures show how some of the work is done in the cabinet division of the concern. The first view (1) is that of a

four-sided molding machine or stick-assembly of a cabinet; (3) finishing touches are being put on the cabinet; a large wheel of sand-paper (4) makes the wood smooth; air-brushes are used (5) to spread the lacquer evenly; hand-work is required (6) to give the cabinets their final polish. Two types of cabinets, with decorated panel and two-tone finish are shown in the other (7 and 8) views.

Busy Season Faced By Merchants Who Boost Crosley Sets

(Continued from Page 1) of the manner in which they will

be received when the great masses of radio buyers realize fully what wonderful values Crosley is offering. The demand will be tremendous and dealers who fail to carry a sufficient number in stock to meet the requirements of their customers will overlook a golden opportunity

to cash in on the successful manner in which The Crosley Radio Corporation has prolonged the radio buying season. Shielding, when improperly installed, introduces excessive losses in a set.

International Tests May Be Conducted In December Hereafter

Chairman Believes Reception is Better at That Time of Year — Regenerative Sets Defended.

When discussing the recent International Radio Tests, Povel Crosley, Jr., chairman of the executive committee that fostered Radio Week, said:

"I believe all was accomplished that might have been expected. We must remember that an effort was being made to listen to foreign stations of very low power. Foreign stations are rated on input, while American stations are generally rated on output. This means that foreign stations having a rating of 1, 2 or 5 KW, actually put into the antenna only a fraction of that power, according to our method of rating.

"In order to get a reasonably satisfactory signal from a foreign station, it has been figured that at least 50 K. W. should be used. Probably no foreign station was using in excess of 2 K. W. Any one who heard such a low powered foreign station may well congratulate himself. There were other factors that made the 'stunt' of foreign reception even more difficult than limitation of power. Reception conditions during the latter part of January could not be expected to be as satisfactory as if the tests had been held a month earlier. Theoretically, the best time of year for reception is approximately December 22, at the time of the longest nights and shortest days. As the days become longer receiving conditions become noticeably poorer. So if trans-Atlantic tests are held again, it might perhaps be better to have them in December.

"The atmospheric conditions of this last International test week were far below par. Static was unusually bad, as were absorption conditions. This was unfortunate, but no one can be blamed for weather conditions.

"Through a lack of complete understanding of the most simple technical principals of radio a rather unfair blame has been put on so-called regenerative receivers. The word regeneration is not synonymous with radiation. A receiving set incorporating regeneration, even though coupled directly to the antenna usually offends, due to the low plate voltage, much less than an unbalanced so-called non-regenerative tube, having high voltage on the plate.

"In a regenerative receiver the oscillations which cause radiation are controllable, while in many other

(Continued on Page 8.)

Crosley Now a Commodore



Povel Crosley, Jr., and his family are passing a month's vacation on Mr. Crosley's motor boat, the "Muroma," off the coast of Florida.

Musicone Welcomed By All Radio Fans; Reception Improved

(Continued from Page 1) naturally, wire connections are made. Thus, this attractive reproducer can be in the living room, bed room, dining room or wherever the owner may desire music—and it will harmonize perfectly with the furnishings in any part of the most beautiful home.

Owners of these Musicones have been heard to say that radio reception received a great step forward when Crosley announced this type of reproducer. It was a revolutionary idea in loud-speakers in both appearance and performance. Efforts have been made to imitate the Musicones and in certain cases these have been successful so far as appearance is concerned. But in regard to performance, every effort has failed because this performance is due to the patented actuating movement which none other than Crosley can manufacture.

The Musicones make good radio better. Indifferent performing receiving sets are improved. Reception with any type of radio is better when a Musicone is used. Dealers must bear this in mind and sell them to owners of all types of sets. Lowest and highest notes, often lost entirely on many radios, are reproduced perfectly on the Musicone, which is truly orthophonic.

RADIO PROGRAMS

(Continued from Page 2)
WLW PROGRAM
 The Crosley Radio Corporation,
 Cincinnati, Ohio,
 422.3 Meters—710 K. C.
Friday, March 12, 1926
 Central Standard Time.

- 7:30 A. M.—Healthful Exercises from the Y. M. C. A. by William Stradman, Physical Director.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Noon concert from Florantine Room of Hotel Gibson Robert Visconti's Orchestra.
- 1:30 P. M.—Stock Quotations. "SILENT NIGHT" (The Baldwin Piano)

WLW PROGRAM
 The Crosley Radio Corporation,
 Cincinnati, Ohio,
 422.3 Meters—710 K. C.
Saturday, March 13, 1926
 Central Standard Time.

- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 1:30 P. M.—Business Reports.
- 6:50 P. M.—U. S. Weather Forecast and Market Reports.
- 7:00 P. M.—Program of Popular requests by Johanna Grosse, organist.
- 7:30 P. M.—Safety Talk for children.
- 7:40 P. M.—Meeting of the Seakary Hawkins Radio Club.
- 8:00 P. M.—"A DAY ON THE FARM," a descriptive musical interval of life and music on the farm. Donald Bain, whistling and imitations of fowls and musical instruments.
- OLD FIDDLERS—KINMON'S BAND from Warsaw, Gallatin County, Kentucky.
- Walter Kinmon, violin and director
- Jessie Kinmon, violin
- Joe Kinmon, banjo
- Bertha Kinmon, piano
- 9:30 P. M.—Dance selections from Castle Farm. (The Baldwin Piano)

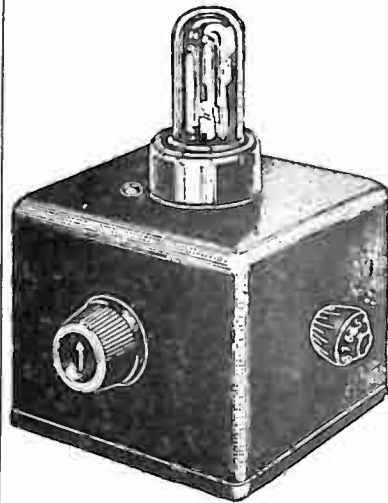
We broadcast daily at 11:00 a. m. and 1:30 p. m.

- Financial News
- Market Reports.
- Government Bond Quotations
- Call Money Rates
- Foreign Exchange, Grain and Live Stock Quotations.
- Bond Department

THE
FIFTH-THIRD
 NATIONAL BANK
 of Cincinnati.

THE CROSLLEY PUP

Genuine Armstrong Regenerative One Tube Radio



ONLY \$9.75
 Without Accessories

The Crosley Pup is not a toy. It is a genuine long-range radio receiving set with which many owners have reported coast-to-coast reception. The price is so reasonable that many are buying them even though they have larger sets. They are ideal for the invalid, the maid, the children, the traveling man, the tourist, etc. Thousands are being sold daily. Order your PUPS now. Remember The Crosley Radio Corporation's prize of \$1,000 to be given to the person sending in the best report on reception with a one tube radio. Also remember the monthly prizes of pedigreed puppies. Manufactured under Armstrong U. S. Patent No. 1,113,149.

The
CROSLLEY RADIO CORPORATION
 CINCINNATI, OHIO

THOUSANDS

INQUIRING ABOUT

THESE ENTIRELY NEW FOUR AND FIVE TUBE

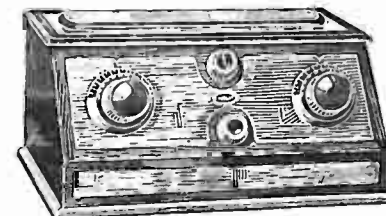
CROSLLEY RADIOS

BETTER—COST LESS

Four and Five Tube Radios

Featuring The CRESCENDON An Exclusive Crosley Device

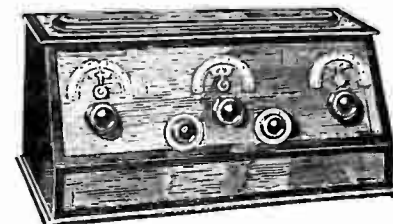
Crosley 4 Tube 4-29



\$29.00

The new 4-29 is a four tube radio consisting of one stage of tuned radio frequency amplification, Crescendon control detector and two stages of audio frequency amplification. The Crescendon is an exclusive Crosley feature—a new amplifying device improving volume and selectivity. It is equivalent to one or more additional tubes of tuned radio frequency amplification. Stations from coast to coast easily heard on a Musicone or any other type of loud speaker.

Crosley 5 Tube 5-38



\$38.00

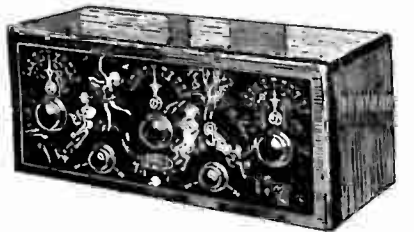
The 5-38 consists of two stages of tuned radio frequency amplification, detector, with Crescendon control of the second radio frequency stage, plus two stages of audio frequency amplification. In volume, selectivity, sensitivity and tonal qualities, the 5-38 is really a wonder. The cabinet, like that of the 4-29, is of hardwood, with handsome two-tone mahogany finish. The Crescendon makes the 5-38 superior to any ordinary five tube sets on the market.

Five Tube Radios With

R. F. L. CIRCUIT and Incorporating True Cascade Amplification

Crosley 5 Tube R. F. L.-60

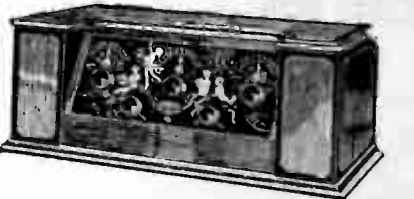
\$60.00



The R. F. L.-60 is a five tube set with a genuine R. F. L. circuit which provides true cascade amplification largely through the use, in each radio frequency stage, of a complete Wheatstone Bridge whose balance is practically uniform at all wave lengths. Non-oscillating at any frequency, non-radiating, and cannot be made to howl even if mishandled. Solid mahogany cabinet.

Crosley 5 Tube R. F. L.-75

\$75.00



This, the most luxurious Crosley ever offered, is unique in the remarkable degree of selectivity it provides. Absolutely non-radiating and completely fool proof, Crosley R. F. L. sets are recommended for satisfactory performance in the hands of inexperienced operators. Stations can be accurately logged. For accuracy, simplicity, and speed in tuning, for clarity and fidelity in tone, for decorative beauty and value—the Crosley R. F. L.-75 stands unchallenged. The solid mahogany, duo-toned cabinet holds all batteries.

Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149, or under patent applications of Radio Frequency Laboratories, Inc.

THE CROSLLEY RADIO CORPORATION

CINCINNATI


ADVERTISEMENTS

FOR CROSLY DEALERS

The advertisements shown below now are ready for Crosley authorized dealers and distributors. These are supplied either as mats or unmounted electrotypes. Dealers are advised to ask a representative of the publication in which they plan to advertise whether he prefers mats or electrotypes and order accordingly. For instance, if you

desire to use the advertisement of the Crosley 4-29, and you desire a mat, order M-635. If you desire an electrotype, ask for E-635. The M stands for Mat and the E for electrotype. Be sure to order by number. Other advertisements will be reproduced in the Weekly next week.

NEW



CROSLY 4-29

A real Crosley triumph. Powel Crosley, Jr.'s, leadership in popular radio again definitely emphasized.

Nothing like it has ever been offered. Perfect radio performance to please the most exacting is assured with these

4 TUBES and the CRESCENDON

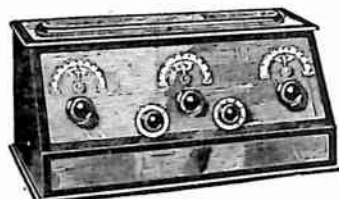
Crosley incorporates this new feature, the Crescendon, exclusively. It is a reserve volume control giving finer and better performance to first-class tuned radio-frequency circuits.

\$29.

Dealer's Name

M-635
E-635

CROSLY 5 TUBE RADIO



The 5-38 \$38.

A corking good five-tube set, doing all the things claimed of good five-tube sets, beautifully made and finished and, according to the Crosley mass production plan, produced at a very low cost per unit. A remarkable value at that, BUT, in addition,

with the CRESCENDON

a new Crosley idea, it becomes a radio value of startling significance.

This new idea introduces greater volume into heretofore limited tuned radio-frequency circuits.

Exclusively Crosley

Dealer's Name

M-639
E-639

ABSOLUTE BALANCE



CROSLY R.F.L. 5 Tube

RFL-60

A set of remarkable range, volume on distant stations, clarity of sound from all stations and a marked degree of selectivity.

All of these characteristics are more pronounced in this set than in any other of its type because of the effort, study and skill behind its development.


Without the Crosley methods of mass production under which it is built its cost would be at least twice its price.

\$60.

Dealer's Name

M-640
E-640

CROSLY 5 TUBES PERFECTLY BALANCED



THE NEW RFL-75

A result of study and long investigation of a group of eminent radio engineers at Powel Crosley, Jr.'s, demand for perfectly balanced tuned radio frequency that could be sold at popular prices.

Not a radio built to meet a price, but expert designing hand in hand with mass production creating a value by far the greatest Crosley has ever offered to the world.

This set is fool-proof. Just set the dials. No fishing and fumbling. Once logged, always there. Tremendous volume and marvelous clarity.

\$75.

Compact Model Is \$60

Dealer's Name

M-644
E-644

Crosley Sales and Service Manual

SERVICE HINTS

Aerials and Grounds (Continued)

Every dealer should be familiar with the underwriters' rules for radio installations so he can be sure of installing sets without causing undue hazard from fires caused by lightning, etc. These regulations are not uniform in all places, but the regulations which follow are those of the Philadelphia Fire Underwriter's Association (which is the authority for the National Electric Code) and represent the usual practice.

Regulations of the Philadelphia Fire Underwriter's Association.—For Receiving Stations Only.

A. Antennae and counterpoise outside buildings shall be kept well away from all electric light or power wires of any circuit of more than 600 volts, and from railway, trolley or feeder wires, so as to avoid the possibility of contact between the antennae or counterpoise and such wires under accident conditions.

B. Antennae and counterpoise, where placed in proximity to electric light or power wires of less than 600 volts, or signal wires, shall be constructed and installed in a strong and durable manner, and shall be so located and provided with suitable clearances as to prevent accidental contact with such wires by sagging or swinging.

C. Splices and joints in the antenna span shall be soldered unless made with approved splicing devices.

D. The preceding paragraphs, A, B and C, shall not apply to light and power circuits used for receiving antennae, but the devices used to connect the light and power wires to radio receiving sets shall be of approved type.

E. Lead-in conductors shall be of copper, approved copper-clad copper-clad steel or other metal which will not corrode excessively and in no case shall they be smaller than No. 14 B. & S. gauge, except that bronze, or copper-clad steel, not less than No. 17 B. & S. gauge may be used.

F. Lead-in conductors on the outside of buildings shall not come nearer than 4 inches to electric light and power wires unless separated therefrom by a continuous and firmly fixed non-conductor which will maintain permanent separation. The non-conductor shall be in addition to any insulating covering on the wire.

G. Lead-in conductors shall enter the building through a non-combustible, non-absorptive insulating bushing slanting upward toward the inside.

II. Each lead-in conductor shall be provided with an approved protective device (lightning arrester), which will operate at a voltage of 500 volts or less, properly connected and located either inside the building at some point between the entrance and the set which is convenient to a ground or outside the building as near as practicable to the point of entrance. The protector shall not be placed in the immediate vicinity of easily ignitable stuff, or where exposed to inflammable gasses or dust or flyings of combustible materials.

I. If an antenna grounding switch is employed, it shall in its closed position form a shunt around the protective device. Such a switch shall not be used as a substitute for the protective device.

It is recommended that an antenna grounding switch be employed, and that a switch rated at not less than 30 amperes, 250 volts, be located between the lead-in conductor and the receiving set.

J. If fuses are used, they shall not be placed in the circuit from the antenna through the protective device to ground.

Fuses are not required.

K. The protective ground conductor may be bare and shall be of copper, bronze or approved copper-clad steel. The grounding conductor shall not be smaller than the lead-in conductor and in no case shall be smaller than No. 17 B. & S. gauge, if of bronze or copper-clad steel. The grounding conductor shall be run in as straight a line as possible from the protective device to a good permanent ground. Preference shall be given to water piping. Other permissible grounds are grounded steel frames of buildings or other grounded metal work in the building, and artificial grounds such as driven pipes, rods, plates, cones, etc. Gas piping shall not be used for the ground.

L. The protective grounding conductor shall be guarded where exposed to mechanical injury. An approved ground clamp shall be used where the grounding conductor is connected to pipes or piping.

M. The grounding conductor may be run either inside or outside the building. The protective grounding conductor and ground, installed as prescribed in the preceding paragraphs, K and L, may be used as the operating ground.

It is recommended that in this case the operating grounding conductor be connected to the ground terminal of the protective device.

SALES HINTS

Newspaper Advertising.

One of the most valuable forms of advertising for the radio dealer is newspaper advertising. This is especially true in cities and towns where newspapers carry a radio page, listing the daily programs of prominent stations and printing features and stories on radio from time to time. In such a newspaper the dealer has an ideal medium for reaching fans and prospects who are interested in radio.

A fundamental principle of newspaper advertising is that to be most effective it must be conducted according to a consistently planned campaign. A two-inch advertisement, run twenty times, often secures more business than a forty-inch advertisement run but once. Plan to advertise regularly, not spasmodically. People are more lastingly impressed by that which

containing space for the dealer's name and address, etc., and describing various Crosley products. These electrotypes are supplied free of charge to authorized Crosley dealers.

Consideration should be given to the circulation and type of reader that a newspaper reaches in placing advertising. In many towns, for instance, there are two newspapers, one published in the mornings and one in the evenings. In order to properly cover the territory about such a town, it would be much better to advertise in both papers than in but one of them.

There are many kinds of stores to which advertising is not nearly so essential as to radio stores. A grocery, for instance, will do a certain amount of business because of its location, whether or not it



is continually presented to them than by that which they merely see occasionally.

Contracting for several months' space at the beginning of the season often makes it possible to obtain especially good rates. The dealer should decide what portion of his advertising appropriation he wishes to spend in newspaper before the season opens. He should carefully plan his campaign—what newspapers he wishes to use, how often he wishes to advertise, etc. He is then in position to place contracts with the chosen newspapers for the succeeding six months or so.

To relieve Crosley dealers of the necessity of having special cuts made for their advertisements, The Crosley Radio Corporation has available for its dealers at all times a large number of electrotypes of adds of various sizes and shapes,

spends a cent for advertising. To drug stores, also, the location factor is much more important than advertising.

Radio, however, is a product more comparable to automobiles; one for which people will travel long distances in order to get just the kind of equipment they desire. Radio is a permanent addition to the home, an acquisition that requires long thought and consideration before the purchase; not an every-day necessity like bread, or clothes. Advertising plays an important part of moulding the likes and desires of the prospect during this more or less lengthy period of consideration. It shapes the background of prejudice, formed before the final decision to purchase is made.

International Tests May Be Conducted In December Hereafter

(Continued from Page 4.)

types of receivers oscillations are uncontrollable and radiation is continuous.

"The advantages in the use of regeneration are many. Regeneration means utmost efficiency in simpler types of receivers and consequently brings satisfactory reception at lowest cost to those who might otherwise not be able to afford the enjoyment and pleasures of radio.

"Radiation from any type of receiver seldom causes interference to the reception of reasonably strong signals. Radiating receivers of all types cause interference to very weak signals. This will eventually be overcome by the building up of signal strength through the increase in the power of broadcasting stations. There is far less room for improvement in radio receiving sets than there is in the development of broadcasting.

"The increase in power of a broadcasting station from 500 watts to 5000 watts improves the reception for all receivers within its range several fold. Five thousand watts, although today considered high power, is but a step in the right direction. Eventually we shall see stations using 200,000 watts, or more. Such power will force through satisfactory trans-Atlantic signals in spite of static and interference of other forms, including radiation."

Concentration On Crosley Line Means Dealer Prosperity

(Continued from Page 1.)

how they even had gone to other cities in hopes of hearing a real good set demonstrated. It so happened that they came into his store while he was hooking up a new R. F. L-60 and purchased it, together with a Musicone, as soon as they heard how "marvelously it brought in distant stations during the day-time."

If you wish to BUY or SELL
SECURITIES

Or own some about which you
DESIRE INFORMATION
COMMUNICATE WITH US
Our Statistical Department is At
Your Service

WESTHEIMER & CO.

Members of—

The New York Stock Exchange
The Cincinnati Stock Exchange
Telephone Main 567
326 Walnut Street

Vote on White Bill Vitaly Necessary; Action Is Demanded

(Continued from Page 1)

The report that Secretary Hoover intends to give up all efforts to control radio broadcasting unless Congress gives him some authority to act is not based upon idle gossip. It comes direct from persons in very close touch with affairs in the Department of Commerce who are well acquainted with Mr. Hoover's feeling in the matter of trying to control broadcasting without the least legal authority.

Mr. Hoover has accomplished what perhaps no other man could have done and deserves the whole-hearted support of every person interested in radio broadcasting or reception.

**SELL YOUR CROP
OF
TOBACCO
AT THE
KENTON LOOSE LEAF
TOBACCO WAREHOUSE
Covington, Ky.**

**CROSLY
RADIOS
Distributed by
THESE JOBBERS
OHIO, KENTUCKY, INDIANA**

**DEALERS
Send For Our New Catalog.
Ask How to Become a Crosley
Franchise Dealer. Let us tell you
about the new Crosley sets.**
**OHIO RUBBER
228 W. 7th St. Cincinnati**

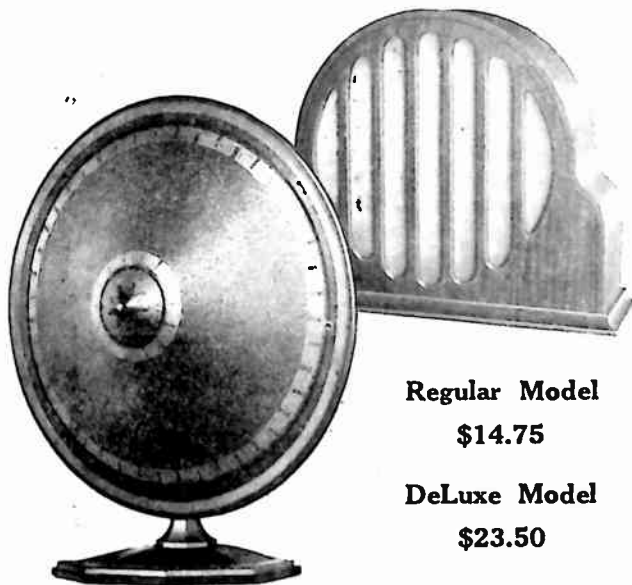
**The JOHNSON-ELECTRIC
Supply Company
331 Main St. 232 E. Fifth St.
CINCINNATI
Radio and Electrical Supplies of
Quality
Write Us for Dealer Proposition**

**ILLINOIS
National E & A Supply Co.
Distributors of
CROSLY Sets, MUSIC MASTER
reproducers, TOWER headsets,
EVEREADY batteries,
and complete line of Supplies.
PEORIA, ILLINOIS.**

The Fastest Selling Radio Reproducer On the Market!

IT'S A

CROSLY MUSICONE



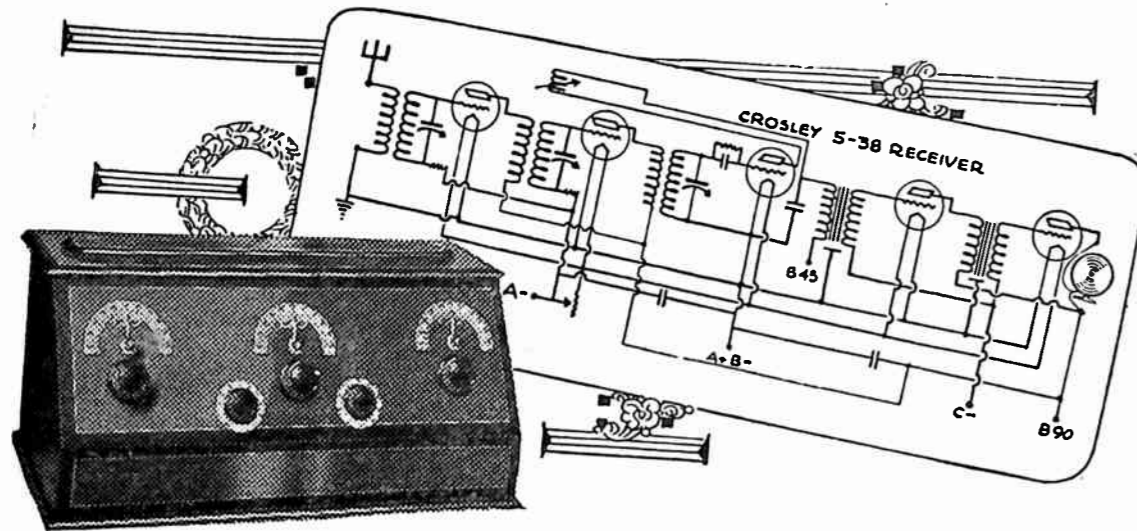
Regular Model
\$14.75

DeLuxe Model
\$23.50

Crosley Musicones are being sold to owners of all types of radio receiving sets. Thousands of persons are purchasing them to take the place of other loud speakers, realizing the Musicones give absolutely perfect service. Every note, from the highest to the lowest, is reproduced exactly as broadcast. In appearance it has no equal, in efficiency it is a leader in the field and it is priced exceptionally low. There is no sales resistance. Feature the Musicone and prosper.

**The Crosley Radio Corporation
CINCINNATI.**

NEW FIVE-TUBE RADIO FREQUENCY RECEIVER



Many new and unique features are incorporated in this five-tube radio receiver which has just made its appearance at the height of the season. Prevention of radiation and maximum selectivity are obtained through an untuned antenna circuit, loosely coupled to the tuning circuit. A non-oscillating radio-frequency tube, placed between the regenerative tubes and the antenna, helps to prevent radiation. The

circuit uses two stages of radio-frequency amplification, a detector and two stages of audio-frequency amplification. The detector tube and second radio-frequency tube are so connected as to be regenerative. An important feature of the Crosley 5-38 receiver is the Crescendon, a little device used for controlling regeneration, making it possible to increase the volume, just as the swells of a pipe organ make it

possible for the player to control the amount of sound coming from the organ chambers. This controlled form of regeneration gives an added "kick" to signals from distant stations. This new five-tube receiver is designed to use the new base tubes, has the popular two-tone mahogany-finished cabinet and sloping panel. It is made by The Crosley Radio Corporation, Cincinnati, and sells for thirty-eight dollars.

Consumer Inquiries Will Be Sent Direct To Crosley Dealers

(Continued from Page 1.) The market really is to these new products of ours. More of the four-tube sets at \$29.00, the Crosley 4-29, have been shipped than any of the other new models. "The 5-38, with use of the 'Crescendon,' is comparable to the best of the five-tube tuned radio frequency sets on the market. The 'Crescendon' adds a wallop which lifts it head and shoulders above the ordinary five-tube receiver. "Those who have tested the R. F. L. 60 and 75, tell us that our statement about the performance of these sets has been too modest, and that for sensitivity, selectivity, tone, volume, beauty and price—nothing has ever been offered comparable to them. We are told that their distance getting ability, even on a short indoor antenna, is phenomenal.

"Our factory production is increasing rapidly, but we have been unable to do more than barely touch the demand. "Everyone of these sets is being shipped in quantities every day. We have made haste slowly in getting into large production, insisting upon our Inspection Department leaning over backwards to be certain that every set that leaves our hands

is as perfect as we can make it. Never before have our sets received the careful inspection and tests which we are giving to these through the development and installation of new testing equipment, and a complete reorganization of our testing personnel. "From the orders which we have received, and the enthusiastic reports, we are confident that the new Crosley line will carry through what would otherwise be a dull season, creating a large active volume of business for every Dealer who is aggressively pushing the Crosley line, even during the ordinarily slow months—May and June. "Last year the Radio season slumped very badly in January, but through the announcement of our new sets, it is generally accepted that the Radio season is being prolonged two or three months, and with the unprecedented demand, we

If you wish to BUY or SELL SECURITIES Or own some about which you DESIRE INFORMATION COMMUNICATE WITH US Our Statistical Department is At Your Service WESTHEIMER & CO. Members of— The New York Stock Exchange The Cincinnati Stock Exchange Telephone Main 567 326 Walnut Street

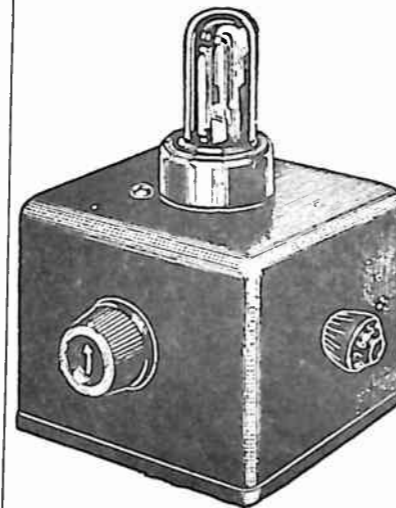
feel sure that our capacity will be taxed to its utmost with no let up during the summer."

Organ Selections

Radio fans who want to hear their favorite selections played, are writing to Johanna Grosse, who plays the famous pipe organ in the Crosley WLW studios, Cincinnati. She gives the requested numbers on Saturday evenings, at seven o'clock.

We broadcast daily at 11:00 a. m. and 1:30 p. m. Financial News Market Reports. Government Bond Quotations Call Money Rates Foreign Exchange, Grain and Live Stock Quotations. Bond Department THE FIFTH-THIRD NATIONAL BANK of Cincinnati.

THE CROSLLEY PUP Genuine Armstrong Regenerative One Tube Radio



ONLY \$9.75 Without Accessories

The Crosley Pup is not a toy. It is a genuine long-range radio receiving set with which many owners have reported coast-to-coast reception. The price is so reasonable that many are buying them even though they have larger sets. They are ideal for the invalid, the maid, the children, the traveling man, the tourist, etc. Thousands are being sold daily. Order your PUPS now. Remember The Crosley Radio Corporation's prize of \$1,000 to be given to the person sending in the best report on reception with a one tube radio. Also remember the monthly prizes of pedigreed puppies. Manufactured under Armstrong U. S. Patent No. 1,113,149.

The CROSLLEY RADIO CORPORATION CINCINNATI, OHIO

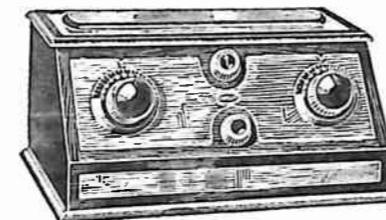
P-R-O-L-O-N-G

YOUR RADIO SEASON BY FEATURING THESE ENTIRELY NEW CROSLLEY RADIOS

BETTER—COST LESS

Four and Five Tube Radios Featuring The CRESCENDON An Exclusive Crosley Device

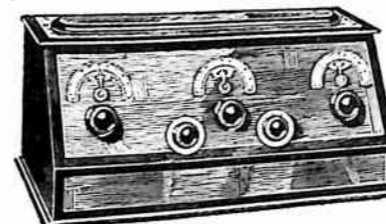
Crosley 4 Tube 4-29



\$29.00

The new 4-29 is a four tube radio consisting of one stage of tuned radio frequency amplification, Crescendon control detector and two stages of audio frequency amplification. The Crescendon is an exclusive Crosley feature—a new amplifying device improving volume and selectivity. It is equivalent to one or more additional tubes of tuned radio frequency amplification. Stations from coast to coast easily heard on a Musicone or any other type of loud speaker.

Crosley 5 Tube 5-38



\$38.00

The 5-38 consists of two stages of tuned radio frequency amplification, detector, with Crescendon control of the second radio frequency stage, plus two stages of audio frequency amplification. In volume, selectivity, sensitivity and tonal qualities, the 5-38 is really a wonder. The cabinet, like that of the 4-29, is of hardwood, with handsome two-tone mahogany finish. The Crescendon makes the 5-38 superior to any ordinary five tube sets on the market.

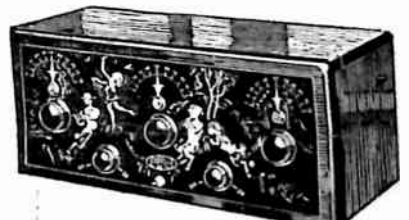
Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149, or under patent applications of Radio Frequency Laboratories, Inc.

THE CROSLLEY RADIO CORPORATION CINCINNATI

Five Tube Radios With R. F. L. CIRCUIT and Incorporating True Cascade Amplification

Crosley 5 Tube R. F. L-60

\$60.00



The R. F. L-60 is a five tube set with a genuine R. F. L. circuit which provides true cascade amplification largely through the use, in each radio frequency stage, of a complete Wheatstone Bridge whose balance is practically uniform at all wave lengths. Non-oscillating at any frequency, non-radiating, and cannot be made to howl even if mishandled. Solid mahogany cabinet.

Crosley 5 Tube R. F. L-75

\$75.00



This, the most luxurious Crosley ever offered, is unique in the remarkable degree of selectivity it provides. Absolutely non-radiating and completely fool proof, Crosley R. F. L. sets are recommended for satisfactory performance in the hands of inexperienced operators. Stations can be accurately logged. For accuracy, simplicity, and speed in tuning, for clarity and fidelity in tone, for decorative beauty and value—the Crosley R. F. L-75 stands unchallenged. The solid mahogany, duo-toned cabinet holds all batteries.

ADVERTISEMENTS

FOR CROSLY DEALERS

The advertisements shown below now are ready for Crosley authorized dealers and distributors. These are supplied either as mats or unmounted electrotypes. Dealers are advised to ask a representative of the publication in which they plan to advertise whether he prefers mats or electrotypes

and order accordingly. For instance, if you desire to use the advertisement of the Crosley 4-29, and you desire a mat, order M-636. If you desire an electrotype, ask for E-636. The M stands for Mat and the E for electrotype. Be sure to order by number. Other advertisements will be reproduced in the Weekly next week.

Wow!



what a circuit!

A NEW CROSLY 4-Tube Radio

Any one with radio experience will not believe it possible at the price until they have heard it.

Think of it! 4 tubes. Distance, volume, power, results! A perfect circuit and in addition offered

with the CRESCENDON

an exclusive Crosley feature enabling owners to add more power and volume.

\$29.

Dealer's Name

M-636
E-636

CROSLY



5 TUBE

The New 5-38

Crosley always said he would never make a five-tube set until he could give the world an honest one at popular prices.

Now he offers a real triumph. Startling performance. Marvellous tone. Almost incredible at such a price, and

with the CRESCENDON


it becomes an unapproachable radio value. The Crescendon is a Crosley feature for introducing additional volume into a tuned radio-frequency circuit.

\$38.

Dealer's Name

M-638
E-638

CROSLY'S TRIUMPH!



5 TUBE R.F.L.-60

Said Crosley: "I want a radio that will actually give people all they have been led to believe they would get in the tuned radio-frequency type of receiver." Eminent radio engineers have at last produced it.

Stations once logged ALWAYS in the same place. High degree of selectivity. Tremendous volume. Fidelity of tone.

Crosley's application of his mass production ideas have enabled the world to own REAL radio reception as low as

\$60.

Dealer's Name

M-641
E-641

CROSLY



5 TUBE RFL-75

\$75.

Complete Wheatstone bridge used in each stage of radio-frequency amplification. Ask any radio engineer the significance of that.

Great Volume
Perfection of balancing in radio-frequency stages permits more efficient coupling units and greater amplification.

True Amplification
The Wheatstone bridge in radio-frequency amplification balancing independent of wave length prevents chance of distortion.

Highly Selective
Losses in radio-frequency circuits have been greatly reduced.

Never Before at Such a Price!

Dealer's Name

M-643
E-643

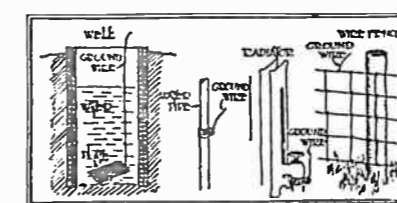
Crosley Sales and Service Manual

SERVICE HINTS

THE GROUND

Essentially, what a good ground system should do is to make electrical connection with ground water. It is further desirable that the lead wire from the set to the ground connection be of as low resistance as practicable—to accomplish which wire of size No. 14 or larger should be used, and the lead wire should be kept as short as practicable.

The best method of grounding to use in order to reach ground water depends largely upon local conditions. In cities, water pipes are often the most convenient objects to which to fasten the ground wire. They run for many miles under the ground, and water is constantly seeping from between their joints. Consequently good electrical connection with ground water is assured. The ground wire should be connected to the pipe on the street side of the meter—that is, the meter should not be between the connection and the outlet from the building, as the joints between the meter and the pipe are often covered with red lead, etc., which impairs their



efficiency as electrical connections.

Because of similar high-resistance joints in hot water systems, it is generally safer to connect to a cold-water pipe than to a hot-water pipe. The end of the ground wire should first be scraped and sandpapered until it is clean and bright, and then it should be soldered to a ground clamp made especially for this purpose. Then scrape the pipe clean, sandpaper the clamp and fasten it tightly about the pipe. It is almost impossible to make a good soldered connection directly to a cold-water pipe without first drawing out the water, as the cold chills the solder and prevents it from adhering properly.

A much neglected method of grounding which is often both highly efficient and quite convenient in country installations, is to use a bare (uninsulated) ground wire and stretch it for ten to twenty feet along the bed of a stream. Such a system is only practicable, of course, when a stream is conveniently near the installation.

Wells often serve as efficient grounds. The grounding wire may be soldered to a sheet of galvanized or tin-plated iron about three feet

square and this lowered into the depths of the well. Cisterns should not be used, unless they are unlined. If lined with brick or concrete, the lining acts as an effective insulation between the water in the cistern and the earth. On the seacoast, a metal plate buried in the sea would be quite effective, of course.

The efficiency of rods driven into the ground and plates buried in the ground is largely dependent upon local climatic conditions and the character of the local soil. In sections of the country where the soil is quite dry, such practice is not to be recommended. In damp soil, on the other hand, such a scheme may prove quite effective. A length of five or six feet of galvanized pipe may be driven into the ground for this purpose, or a sheet of galvanized iron, to which the grounding wire has been soldered, may be buried several feet under the surface of the earth.

Gas pipes and radiators are often used as grounds, but it is not safe to rely upon them, as often they are quite inefficient. Of course if nothing but a radiator or gas pipe is convenient, and if the set when connected to such a ground gives perfect satisfaction then the objections are overruled. The only way of determining what reception will be like in any particular instance is to try it, but in general gas pipes and radiators may be classified as inefficient grounds.

When no good grounding object is available, a counterpoise is often found to be quite effective. Ideally, the counterpoise should consist of a length of wire slightly longer than the aerial, stretched beneath it and parallel to it along the ground, or supported on stakes a few inches above the ground.

Choosing a good ground is at best a subject for trial and error methods rather than for theoretical discussion. The only way in which one can be certain that he is using the best grounding method is to try all available methods and adopt the one giving best results. In general, however, the fundamental things which it is desired to accomplish should be kept in mind; first, to make electrical connection with ground water; second, to do this with the introduction of the least practicable resistance into the grounding system.

A loose contact or partly worn out "B" batteries frequently creates disturbances that sound exactly like static.

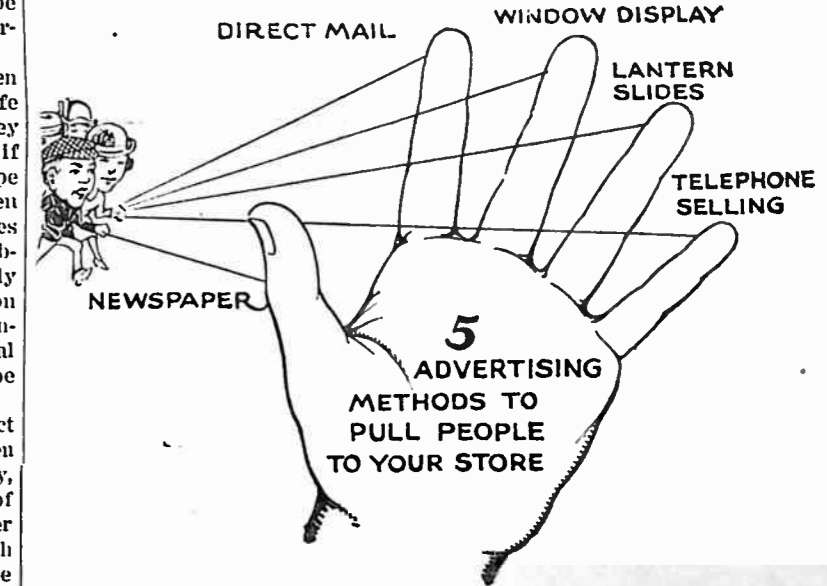
SALES HINTS

ADVERTISING

Successful advertising is largely based on having a definite advertising plan. Large manufacturers, using modern business methods, never advertise haphazardly. They outline their entire campaign and budget their appropriations as much as a year ahead of time. Every possible medium is carefully considered, and appropriate sums are allotted for using the mediums considered worth while. A certain sum is put aside for miscellaneous expenditures that cannot be specifically predicated, enabling the advertising department to meet adequately special occasions that arise from time to time.

Though it is unnecessary for a dealer to go into as extensive a study of advertising methods and mediums as manufacturers do, yet a careful adherence to the fundamental methods employed by big

my stock of radio sets. I should be able to turn over this stock five times a year. This, with the usual mark-up, would mean sales of about \$15,000. I find on investigation that the best radio retailers are spending 4 per cent or 5 per cent of their sales in advertising. So I have at the most an advertising appropriation of \$750. This has to serve me for a year. At once I set aside 10 per cent—\$75—as a contingency fund for special needs and to meet special situations. I next get into touch with the newspaper publisher. We talk things over and agree that the wise plan would be to run an advertisement once a week for at least four months—when the big season is on. This will average about six inches by two columns, and in seventeen weeks I will thus use two hundred and four inches, which at a cost of say seventy-five



manufacturers is worth while for every dealer. There are three rules that should be followed:

1. Set aside as an advertising fund a certain percentage of expected sales; then stay within the fund.
2. Prepare a budget, carefully planning all advertising expenditures for the year, after first making a thorough study of advertising mediums.
3. In the budget include a certain amount for unexpected expenditures.

The Canadian Crosley Sales Manual contains a paragraph on this subject which is well worth quoting: "Our advertising counselor offers the following advice: 'If I were a radio retailer I would first estimate my possible sales. Suppose I had say \$2,000 to invest in

cents an inch is \$170. I now have only \$400 available and have covered only four months, so I must watch every dollar. I have to buy window display material, do a lot of circularizing, try some "movie show" advertising, get space occasionally in good programs, figure on small printing bills I may incur, and so on.

The next problem then is to estimate the sales for the next year, and to appropriate a certain percentage, say 5 per cent, for advertising. The next problem is to prepare a budget and to do this necessitates a careful study of advertising mediums. The subject will be considered in the next few articles, in the following order: (1) Newspaper Advertising, (2) Newspaper Publicity, (3) Building up a Mailing List, (4) Direct-Mail Advertising, (5) Window Displays, (6) Movie Slides, Billboards, etc.

Reproduction With R.F.L.-60 Perfect, Ohio Listener Says

(Continued from Page 1.)

Finally, one day, I met Mr. Farrell, one of your agents who sells supplies here and he said to me, "Take this little speaker home and try it out."

"I want to say right now that I tried that speaker and I have enjoyed my radio ever since I put it on. I got concerts much sweeter with this speaker that I ever did before and people who have listened to it are as pleased with it as I am. I have sent several people to Mr. Farrell since that time to get one and the only reply that they get from him is that he cannot get them fast enough. I am much more satisfied with my radio since I have used the Crosley Speaker.

"S. Y. Merchant."

And this letter was received from an owner of a Crosley PUP:

"Paris, Illinois.

"903 S. Main Street.

"The Crosley Radio Corporation, Cincinnati, Ohio.

"Dear Sirs:

"I had contemplated building a little one tube set until recently, when I saw an advertisement telling about the Crosley Pup. Among other things the advertisement said the Pup had a range of 1500 miles under ordinary conditions. Being dubious, I divided that by three and still figured it a good buy and bought one. I set it up and the first night I hardly believed my ears when I heard an announcer say, 'This is station WOA, Denver,' and another, 'This is WSMB, New Orleans,' and another, 'This is WPG, Atlantic City,' and still another, 'This is KPRC, Houston, Texas.' Since then nothing startles me and the attached list shows some of the stations the Pup has brought in. I have listened to programs from all of these stations and heard them plainly and distinctly, and I've not tried for distant stations late at night. All of these have come in during the early evening.

"Need I say that I am satisfied and delighted with my Crosley Pup? When any evening I can get a dozen or more stations and get them plainly and distinctly with less noise and static than most of the five-tube sets owned by friends.

"N. E. Sprague."

The stations listed by Mr. Sprague were in the following cities:

"Shenandoah, Iowa; Pittsburgh, Pa.; Hastings, Nebr.; Beaumont, Texas; Denver, Colo.; Council Bluffs, Iowa; Houston, Texas; Columbus, O.; Cincinnati, O.; Zion, Ill.; Buffalo, N. Y.; New York; Lansing, Mich.; Detroit, Mich.; Chicago; Washington; New Orleans; Nashville, Tenn.; Decatur, Ill.; Bay City, Mich.; Springfield; Atlantic City; Kansas City; Omaha; Schu-

nectady, N. Y.; Mooseheart, Ill.; Elgin; Syracuse, N. Y. and Freeport, Ill."

RADIO PROGRAMS

(Continued from Page 2)

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Friday, March 5, 1926
Central Standard Time.

- 7:30 A. M.—Healthful Exercises from the Y. M. C. A., by William Stradman, Physical Director.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti. "Silent"

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Saturday, March 6, 1926
Central Standard Time.

- 10:45 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 1:30 P. M.—Business Reports and Stock Quotations.
- 6:50 P. M.—U. S. Weather Forecast and Market Reports.
- 7:00 P. M.—Popular organ concert by Johanna Grosse, the Crosley organ request lady.
- 7:30 P. M.—Safety Talk for Children.
- 7:40 P. M.—Meeting of the Secretary Hawkins Radio Club.
- 8:00 P. M.—Old Fiddlers: Elsa Stone and His Happy Hollow Entertainers from Owingsville, Kentucky.
- 9:00 P. M.—Popular Dance Program from Castle Farm. (The Baldwin Piano)

CROSLY RADIOS

Distributed by THESE JOBBERS

OHIO, KENTUCKY, INDIANA

DEALERS
Send For Our New Catalog.
Ask How to Become a Crosley Franchise Dealer. Let us tell you about the new Crosley sets.

OHIO RUBBER
228 W. 7th St. Cincinnati

The JOHNSON-ELECTRIC Supply Company
331 Main St. 232 E. Fifth St.
CINCINNATI
Radio and Electrical Supplies of Quality
Write Us for Dealer Proposition

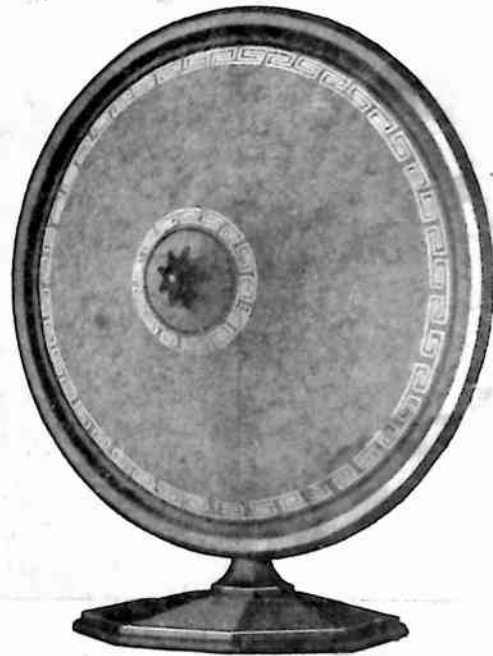
ILLINOIS

National Supply Co.
Distributors of CROSLY Sets, MUSIC MASTER reproducers, TOWER headsets, EVEREADY batteries, and complete line of Supplies.
PEORIA, ILLINOIS.

RADIO MUSIC ALWAYS BETTER

WITH A

CROSLY MUSICONE



Crosley Musicones are being sold to owners of all types of radio receiving sets. Thousands of persons are purchasing them to take the place of other loud speakers, realizing the Musicones give absolutely perfect service. Every note, from the highest to the lowest, is reproduced exactly as broadcast. In appearance it has no equal, in efficiency it is a leader in the field and it is priced exceptionally low. There is no sales resistance. Feature the Musicone and prosper.

\$14.75

The Crosley Radio Corporation
CINCINNATI

"Bonzo" Is For Sale; Novelty Is Offered To Crosley Dealers

Famous PUP is Appealing to
Thousands, Who Proclaim
it to be Greatest of All
Gloom-Chasers.

"Bonzo," that famous PUP that
has been in such demand among
Crosley radio dealers because of
its advertising value and which has
been commented upon by thousands
of people as one of the most at-
tractive novelties ever seen, is now



Nationally Famous Bonzo

for sale to Crosley dealers who
can use it as a window or counter
decoration or sell it to the person
to whom it appeals as a novelty.

It is known that there is a mar-
ket for "Bonzo." Many persons
have asked us to sell him. For a
while it was impossible to obtain
these PUPS in sufficient quantities
even to meet the requirements of
our dealers, but increased produc-
tion now permits us to offer them in
quantities. These must be pur-
chased direct from the factory, with
money accompanying order. The
price to dealers is 75c each.

Parents will purchase "Bonzo" for
their children; girls will buy them
(Continued on Page 4.)

Crosley Factories Crowded With Workers Making New Four and Five Tube Radios; Plants Are Operating At Full Capacity

Never before in the history of
The Crosley Radio Corporation has
there been such activity in the fac-
tories at this time of the year.
Every foot of space in the large
plants is being used in the pro-
duction of the new four and five
tube radios and Musicones.

Thousands of men and women are
busily engaged in the making of
these popular sets—and they are
unable to produce them in quanti-
ties large enough to meet the re-
quirements of Crosley distributors
and dealers. Every effort is being
made to increase this production
and at the same time maintain the
highest standard of efficiency and
it is hoped that before very long
it will be possible to accommodate
the thousands of merchants who ac-
tually are begging for the new sets.

There is a "Help Wanted" sign
hanging over the Employment Office
door of Crosley's main plant. This
is the only concern in the world
making radio equipment which is
operating at capacity at this time
of the year. There are hundreds
of other workers in many plants

contributing to the output of Cros-
ley radio apparatus and they range
from woodmen in the mahogany
forests of Africa and South Amer-
ica to the mica mines in India. Then
too, there are others who work in
the rubber plantations and the
mines which supply the ore from
which wire is made.

This healthy condition of the
Crosley concern at this time of the
year when the supposed "season"
of manufacturing is past, again tes-
tifies to the foresight of Powel
Crosley, Jr., head of the organiza-
tion, who placed four new receiv-
ing sets upon the market at the be-
ginning of the new year. The de-
mand for these new receivers from
distributors, dealers and customers
has been exceptional and duplicates
the great interest shown two years
ago when the popular Trirdyn and
two tube 51 receiver and Musicone
was announced in February.

Unfilled orders again testify to
the statement made by Powel Cros-
ley, Jr., that the saturation point
would never be reached in radio
(Continued on Page 3.)

Ohio River Transportation Is Speeded Through Broadcasting Of Water Stages; Another New Field Opened For Dealers

The Ohio River and its tributaries
furnish a means of transportation
with steamers and barges which de-
pend upon the stages of the water
for the rapidity with which the
ships can go from lock to lock.
In order to facilitate the transpor-
tation, Major W. W. Parker, U. S.
Engineer Office, Cincinnati, Ohio,
arranged with Lewis M. Crosley,
vice-president of the Crosley Ra-
dio Corporation and former officer
in charge of engineering work with
this outfit, to broadcast the river
stages, precipitation and weather
in the Ohio Valley, through the
WLW super-power station. This
is the first record of radio broad-
casting river stages and the results
of this important work has been
most beneficial to boatmen, ship-
pers and tourists depending upon
the historic Ohio River for trans-
portation. The reports are broad-
cast daily at ten o'clock and Sun-
day at ten-thirty in the morning.

Condition of the Ohio River from

Pittsburgh to Cairo, Illinois and
of the Kanawha River, from
Charleston to Point Pleasant, is
supplied in the service through the
WLW radio station. Severe storms
of the past winter made it impos-
sible for the lock masters to receive
river stages by telephone and the
officials of the dam at Cairo, Illi-
nois, would have been entirely iso-
lated if it had not been for the re-
ports sent to them via radio broad-
casting.

Business executives of chambers
of commerce and officials of the En-
gineer Office are enthusiastic in
their praise of the work radio is
doing to revolutionize the method
of broadcasting information of
great value to everybody concern-
ed in Ohio River transportation.
Nearly every large boat along the
river as well as the concerns de-
pending upon water transportation,
are installing receiving sets for the

(Continued on Page 4.)

Dealers Advised To Reply At Once To Questionnaire

Plans to Send Inquiries Direct
to Dealers Being Held Up.
Pending Receipt of Re-
plies to Questions.

Dealers who neglected to reply
to the questionnaire sent to them
recently are advised to do so im-
mediately if they desire to take
advantage of the plan recently
adopted by The Crosley Radio Cor-
poration of sending consumer in-
quiries direct to the dealer instead
of to the distributor.

Every mail brings hundreds of
inquiries regarding the new four
and five tube radios and the Mu-
sicones. These are to be mailed
direct to the authorized dealer
whose reply to the recent question-
naire proves he is entitled to this
type of assistance. The chances are
that a number of persons in your
own locality are interested in the
new sets and have asked us for
information regarding them before
coming to you for a demonstration.
Perhaps you even know them and
still do not know they are live pros-
pects. But as soon as the inquiry
is received by you from Crosley
headquarters you have something
tangible to work on and the chances
are that you will have little trouble
in making a sale.

There has been a delay in put-
ting this new system into effect
because of the fact that many deal-
ers have failed to answer the ques-
tions sent to them. They must
realize that it is to their interest to
give to us the information requested
and that until this information is
received it will be impossible to
permit them to take advantage of
the new inquiry distribution system.

Consumer inquiries must be given
immediate consideration. Their life
often is very short. The quicker a
salesman can call on the person
who is interested in a certain radio
the better it is because there always
is that danger of the consumer
changing his mind or seeing some-
thing he believes would be better
for him to purchase. Therefore we
ask once more that you reply im-
mediately to the series of questions
included in a letter sent to you re-
cently by Powel Crosley, Jr.

A grid leak is essential to the
proper operation of the detector
tube.

Crosley WLW Programs For Week of March 14

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 4223 Meters—710 K. C. Sunday, March 14, 1926 Central Standard Time.

- 9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.
- 10:30 A. M.—Weather Forecast and River Stages.
- 11:00 A. M.—Morning Worship from the Seventh Presbyterian Church Madison and Cleinview aves. Jesse Halsey, Minister Dan Beddoe, Soloist Adolph H. Stadernann, Organist. Prelude—"Go to Dark Gethsemane"..... Matthews Salutation Lord's Prayer. Gloria Duet—Mozart Miss Nobles, Mr. Beddoe. Children's Sermon Hymn Pastoral Prayer Scripture Lesson Organ Announcements Offertory "Prayer op 25-3"..... Broellmann Solo "Lord Thou Art My Refuge"..... Dvorak Dan Beddoe Hymn Sermon—"Light and Life" Hymn Benediction Gloria Postlude

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 4223 Meters—710 K. C. Tuesday, March 16, 1926 Central Standard Time.

- 7:30 P. M.—Services from the Emmaus Lutheran Evangelical Church; P. L. Dannenfeldt Pastor.
- 8:30 P. M.—Concert program under the auspices of the H. and S. Pogue Company. Orchestra directed by Walter Esberger. Soloist: Glover Davis Tenor. 1. Excerpts from "The Heyden"..... Golden 2. Waltzes from "Lilac Domino"..... Cuvillier 3. Overture: "The Mill on the Cliff"..... Reissiger 4. Characteristic: "Punch-inello"..... Herbert 5. Grand Selection: "Pianofors"..... Sullivan 6. Intermezzo: "Cupid's Pleading"..... Voelkner 7. Novellette "Pearis"..... Moret 8. Descriptive Fantasia: "Vision of Salome"..... Lampe 9. Melodies from "Fantana"..... Hubbell Pogue Trio: Arthur Dondero violin Arthur Bowen, cello Walter Esberger, piano. (The Baldwin Piano)

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 4223 Meters—710 K. C. Monday, March 15, 1926 Central Standard Time.

- 7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Religious Services conducted by Rev. George H. Kaso.
- 1:30 P. M.—Business Reports.

- 3:00 P. M.—Market Reports.
- 4:00 P. M.—Program by Monday Musical Club. Quartet: Selected Mrs. Agnes Schath, Piano. Mrs. Robert Finch, Violin. Mrs. Earl Alexander, Violin. David Hall, Cellist. Piano solo: "Waltz Caprice"..... De Leona Elizabeth Carnahan. Cello solo: "Liebsfreud" Kreisler Frances Stoffregen. Whistling solos..... Selected Ruth Pollard Voice: "Invocation"..... D'Hardot Margie Metz 4:30 P. M.—Official Police Bulletin.
- 6:50 P. M.—P. S. Market Reports and Weather Forecast.
- 7:00 P. M.—Dinner Concert from the Hotel Gibson Florentine Room; orchestra, directed by Robert Visconti.
- 7:30 P. M.—Theatrical feature.
- 7:40 P. M.—Continuation of Hotel Gibson Concert.
- 8:00 P. M.—Concert by The Cincinnati Times-Star Orchestra. William J. Kopp, director Soloist: Howard Hartford, tenor. Program of Wars. 1. American Battle Scene Grand Realistic Tone Picture 2. Memories of the Civil War 3. Battle of San Juan Hill 4. Descriptive Military Fantasia 5. "The Fighting Allies" A Grand Selection introducing the National Airs of Serbia, Russia, France, Belgium, England, Italy and the United States of America, in order of their entrance into the war. 6. "March: "Soldiers' Life" Austrian Retreat (Tanto) (The Baldwin Piano)

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 4223 Meters—710 K. C. Wednesday, March 17, 1926 Central Standard Time.

- 7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Devotion under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 4:00 P. M.—French Lesson by Madame Ida Telmidsis.
- 4:30 P. M.—Official Police Bulletin.
- 6:50 P. M.—Weather Forecast and Market Reports.
- 7:00 P. M.—Historical Appreciation of music by Eteleka Evans, Cincinnati Conservatory of Music.
- 7:20 P. M.—Crosley Science Lecture: John A. Ryan, Professor of Biology, St. Xavier College.
- 7:50 P. M.—Piano Memories by the Crosley Request Lady. Mary Louise Woseczek. Prelude, op. 165, op. 3 De Koven Traumerel..... Strauss Birdling..... Grieg Chanson, Triste..... Tschalkowsky Antira's Dance ("Peer Gynt Consolation, op. 19, no. 6..... Leschetizky Crescendo..... Lasson 7:50 P. M.—First in a Series of four talks: "Why Go To College?" By Dean Frank W. Chandler, University of Cincinnati.
- 8:00 P. M.—Old Time Review of the Crosley Burnt Corkers, comedians and instrumentalists, in a potpourri of wit and melodies of other days, dedicated to Crosley Jobbers in the State of Indiana, featuring: The Musicone Male Quartet, assisted by

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 4223 Meters—710 K. C. Thursday, March 18, 1926 Central Standard Time.

- 7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Central Y. M. C. A.
- 8:00 A. M.—Morning Devotions under auspices of the Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and

- Gaylord, Anderson and Clarence Miller; Louis John Johnen, Interlior.
- 9:00 P. M.—Concert program featuring the Formica Orchestra, William C. Stoess, director, under auspices of the Formica Insulation Company. Replica of concert by Symphony Orchestra thru Station WL, Oslo, Norway. 1. Suite: A Day in Venice Nevin 2. Waltz of the Flowers..... Tschalkowsky 3. Overture: "Poet and Peasant"..... Suppe 4. Concert Waltz: "Mon Reve" (My Dream)..... Strauss 5. Melodie..... Godard 6. The Beautiful Blue Danube..... Strauss (The Baldwin Piano)

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 4223 Meters—710 K. C. Friday, March 19, 1926 Central Standard Time.

- 7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:05 P. M.—Organ Selections by Petronella Trimbauer.
- 1:30 P. M.—Business Reports.
- 3:00 P. M.—Market Reports.
- 3:30 P. M.—Kroger Cooking chats—conducted by Judith Anderson, "Hints on the Art of Cooking and Some of My Best Recipes," under the auspices of The Kroger Grocery and Baking Co. P. M.—Shut-in Program, directed by William Duning, cooperating with the Settlement Schools and other Institutions assisted by the Cincinnati Exchange Club.
- 4:30 P. M.—Official Police Bulletin.
- 6:00 P. M.—St. Patrick's Day Celebration. Banquet of the Irish Fellowship Club, Hotel Gibson Roof Garden.
- 10:00 P. M.—An Hour in the Shadow of the Shamrock, appropriate musical program featuring WLW Instrumental Trio, violin, cello and piano and the Crosley Male Quartet. Dedicated to Distributors in Georgia. Quartet: Fenton Pugh, first tenor. Russell Dunham, second tenor Richard Fluke, first bass Leland Sheehy, second bass. Walter DeVaux, accompanist. Johann's Grosse.

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 4223 Meters—710 K. C. Saturday, March 20, 1926 Central Standard Time.

- 7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Central Y. M. C. A.
- 8:00 A. M.—Morning Devotions under auspices of the Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and

- Correct Time.
- 12:05 P. M.—Organ Concert by Mildred Prigge, pupil of Johanna Grosse, featuring hits from favorite light operas.
- 12:30 P. M.—Health talk by Dr. Carl A. Wilzbach, Executive Secretary of the Central Y. M. C. A.
- 12:40 P. M.—Songs by Russell (Red) Green, Lyric Tenor.
- 1:30 P. M.—Business Reports.
- 2:00 P. M.—Ethical Study of the Modern Drama, conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School.
- 2:00 P. M.—Market Reports.
- 4:00 P. M.—Piano recital by Adelaide Apfel.
- 4:30 P. M.—Official Police Bulletin.
- 6:00 P. M.—Golf Chats by Archie Simpson.
- 6:15 P. M.—Musical Handshakes by Bob Groenke and Jim Mischler, the original Crosley Hello Crew.
- 6:45 P. M.—"The Eyes Have It," by C. H. Hoffman.
- 6:50 P. M.—Weather Forecast and Market Reports.
- 7:00 P. M.—Dinner concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
- 7:30 P. M.—Educational feature—Wild animals in captivity.
- 7:40 P. M.—Continuation of Gibson Hotel Concert.
- 9:00 P. M.—Concert by the Greenville, Ohio, High School Band.
- 9:45 P. M.—Songs by Marguerite Bentel, contralto.
- 10:00 P. M.—Three minute message from the U. S. Civil Service Department.
- 10:03 P. M.—Popular Concert by the Doherty Melody Boys, dedicated to Crosley Jobbers in the State of Alabama, (furnished by the French Bros-Bauer Co.). Frank Pendergast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flanagan, saxophone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Reubenbauer, drums and effects.
- 11:00 P. M.—"The Boy's from Home" Raynold West and Gordon Buchanan.
- 11:30 P. M.—Don Bestor's Dance Orchestra from Castle Farm.
- 12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the State of Iowa. (The Crosley Pups in Midnight Frolics with Kay Nye, Rita Tin Kan and Chief Barker, with intervals of dance music from Castle Farm.) (The Baldwin Piano).

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 4223 Meters—710 K. C. Friday, March 19, 1926 Central Standard Time.

- 7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Central Y. M. C. A.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti. Observing "Silent Night" in Cincinnati.

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 4223 Meters—710 K. C. Saturday, March 20, 1926 Central Standard Time.

- 10:45 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.

Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus Colerain and Sassafras Streets, Cincinnati, Ohio. Telephone: Kirby 3200 Robert F. Stayman Editor Alvin Plough Associate Editor

THE CRESCENDON.

Crosley authorized distributors and dealers are advised to feature the Crescendon in their sales arguments advanced in behalf of the new four tube 4.29 and five tube 5.38. This method of properly controlling regeneration radically improves reception because it permits signals that are barely audible to be built up to such an extent that they will fill an entire room.

Everyone knows how aggravating it is to be able to hear, very indistinctly, an announcement from some far away broadcasting station. Perhaps it is possible to hear one or two of the call letters, but the others are lost, making it absolutely impossible to find out what station is tuned in. Or perhaps music might be being received, but too indistinctly to be enjoyed. Thousands have experienced such unhappy moments and have wished that they had some extra knob they could pull or turn that would result in the station coming in louder.

The new Crosley 4.29 and 5.38 have just such a knob. It controls this Crescendon. By moving the knob very weak signals are amplified, you might say, until they can be heard throughout an entire room, or possibly a house. This Crescendon, or Knob of Mystery, has been recognized as one of the wonders of radio and has been welcomed everywhere, especially by lovers of tuned frequency sets.

RUNNING FULL BLAST.

The Crosley factories in Cincinnati are running full blast. Every table in the three plants in which radios are made is filled with skilled workers who are turning out the new four and five tube radios. Never before has such activity been seen at this time of the year—and we are told it is seen in no other radio factories. The predictions of Power Crosley, Jr., have come true. Announcement of his new receivers has prolonged the radio season. There will be no let-up this year. Prosperity is faced by those who co-operate with Crosley.

Corrosion in aerial and lead-in contacts is a common cause of poor reception.

Old Fashion Grandmas Defeat Flappers In Radio Contest



Mrs. Margaret Poehner (in oval) won the contest conducted by the Crosley WLW broadcasting station, Cincinnati, to determine the popularity of the old-fashioned and flapper grandmother. The winner is seventy-one years old and is the grandmother of 17 children. She is, of course, the old-fashioned type. The other pictures show Mrs. Anna Worley, 73 years old, the oldest in the contest and Mrs. Charles Daniels, 34 years old, the youngest. The total ages of the 13 grandmothers in the contest was 665 years.

Flapper Grandmothers Lose Radio Contest

The modern type of grandmother lost to the old-fashioned kind in the contest conducted by the Crosley Radio broadcasting station WLW, Cincinnati. Votes were received from all parts of the country, the voters indicating their choice through a postal card. Thirteen grandmothers were entered in the contest, six of the old-fashioned type and seven representing the modern type. A total of 5,058 postal cards were received up to the time the contest closed. The number of cards were counted and not the total votes on the cards. The old-fashioned grandmothers received 3,103 votes and the modern type got 1,955 votes. Each of the grandmothers received a number and their identity was kept secret, although a description of the ladies was given by J. Anthony Bill, nationally-known photographer, and Alvin Richard Plough. Mrs. Margaret Poehner, seventy years old, and grandmother of seventeen children, 1919 Kentucky avenue, Cincinnati, received 757

votes and won the first prize. Her voting number was 7. Those in the order of total votes were: Mrs. Paul Meyder, No. 8, second, 702 votes; Mrs. Anna Worley, No. 9, third, 692 votes; Mrs. Belle Cox, No. 1, 648 votes, fourth; Mrs. Charles Daniels, No. 2, 460 votes, fifth; Mrs. E. G. Brown, No. 5, 447 votes, sixth; Mrs. C. L. Hafner, No. 11, 331 votes, seventh; Mrs. Jenny Stone, No. 10, 115 votes, eighth; Mrs. Anna Springmeier, No. 3, 228 votes, ninth; Mrs. Nora Reiners, No. 14, 137 votes, tenth; Mrs. Nettie Schopper, No. 12, 115 votes, eleventh; Mrs. Fanny Kann, No. 6, 111 votes, twelfth, and Mrs. J. Burry, No. 4, 103 votes, thirteenth. Mrs. Anna Worley, 4333 Tower avenue, St. Bernard, 73 years old, representing the old-fashioned grandmothers, was the oldest in the contest and Mrs. Charles Daniels, 1920 Powers street, Cincinnati, 34 years old, was the youngest. The total ages of all the grandmothers in the contest was 665 years.

Programs Dedicated To Distributors Of Crosley Merchandise

Concerts Arranged to Reach the Greatest Number of People in Territory Covered by Jobber.

Several programs each week are dedicated to distributors of Crosley radio apparatus. These programs are broadcast through the WLW station in Cincinnati and arranged to reach the greatest number of listeners in the territory covered by the jobbers to whom they are dedicated. For example, programs which are intended for the far western listeners are broadcast from midnight until two o'clock in the morning, while those nearer the transmitting station are sent into the air earlier in the evening.

This unique method of dedicating programs originated with Powell Crosley, Jr., over a year ago when noon-day concerts were inaugurated for the especial benefit of dealers who wanted to give demonstrations of radio sets for prospective customers employed in office buildings and stores. These noon-time programs are broadcast daily, except Saturday and Sunday.

It may be recalled that the distributors who attended the Crosley convention last July had the opportunity to broadcast to their respective territory listeners and thousands of radio fans heard them. This close co-operation between manufacturer, broadcaster, distributor, dealer and listener is indicative of the healthy condition of the radio industry.

Crosley Factories Are Being Operated At Full Capacity

(Continued from Page 1.) apparatus. The assembling of sets by individuals in the home is rapidly being replaced by factory-built apparatus, due to the low price at which the receivers may be purchased and the excellence of the performance of standard and guaranteed equipment.

DAILY PROGRAMS

- (Continued from Page 2)
- er Stages, Market Reports, and Weather Forecast.
 - 11:55 A. M.—Correct Time and Weather Forecast.
 - 1:30 P. M.—Business Reports and Stock Quotations.
 - 6:50 P. M.—U. S. Weather Forecast and Market Reports.
 - 7:00 P. M.—Popular organ concert by Johanna Grosse, the Crosley organ Request Lady.
 - 7:30 P. M.—Safety Talk for Children.
 - 7:40 P. M.—Meeting of the Secretary Hawkins Radio Club.
 - 8:00 P. M.—Johanna Grosse.
 - 8:15 P. M.—Plectrum Concert by Mrs. Prentice Lawson and Mrs. Beverly McClain.
 - 9:00 P. M.—Unique Old Fiddler: Andy Hidee, accompanied by Walter Harlan, from Warren County, Ohio.
 - 9:30 P. M.—Don Bestor's Recording Orchestra from Castle Farm.

Musicone Improves Reception With Any Type Of Receiver

Crosley Loud Speaker Eliminates Troubles of Those Who Complain About Poor Reception.

Some of your customers might be complaining about imperfect reception. They might be telling you they know their receiving set is functioning properly but for some reason or other their reception is not what it should be. Perhaps the trouble lies with their loud speaker. A Musicone is what they need and these people are real, live prospects who can be sold very easily.

It matters not what type of a receiving set the listener uses. A Musicone makes reception better. These loud speakers are being sold in enormous numbers, while other types are standing on the shelves or in the show windows of radio dealers. They will be sold all summer, both to those who are just becoming radio fans and to those "old timers" who are realizing that it is impossible to obtain perfect radio satisfaction without such a reproducer as the Musicone.

Musicones are making loyal radio listeners out of men and women who were on the verge of becoming disgusted because of poor reception. Not being perfectly acquainted with their receiving apparatus, they naturally blamed this for their inability to obtain clear reception. Musicone demonstrations have convinced them that their troubles were in the loud speaker and the addition of such a type of reproducer as the Musicone to their equipment caused them to become radio boosters.

There is a tremendous unscratched market for the Musicone. Every radio listener is an immediate prospect. By taking one of these loud speakers into the home of any radio owner, and demonstrating its superiorities over any other type on the market, a sale is made. Certain wide-awake dealers are employing salesmen to feature the Musicone exclusively. In some cases young ladies are being used to demonstrate the remarkable manner in which it improves reception. A demonstrator really is all that is needed. There is no salesmanship required because there is no sales resistance to be overcome.

Dealers must remember that Musicones can be sold twelve months in the year—and sold in such large numbers that their sales peak will be far higher than it has ever been in the history of radio.

Guy Robinson, authorized Crosley dealer in Miami, Florida, disregards the civic spirit of his city by wearing a "Palm Beach" suit.

CROSLY DEALER'S COMPETITOR HEARS P. W. X.—BUT ON A CROSLY SET.

How F. A. Boys, Crosley dealer at Russellville, Ohio, "rubbed it in" on his competitor, is described in a letter received recently from Mr. Boys, who, while operating a three tube Crosley radio tuned in P.W.X., Havana, Cuba, and held it throughout the entire program.

Mr. Boys and his competitor are very good friends and "kid" each other continually. It so happened that one evening recently they both started out to get station P.W.X. Boys succeeded, but his competitor, who was trying to demonstrate a very expensive radio, failed.

Then Mr. Boys called his competitor on the telephone and "permitted" him to listen to the concert as it was being received on a Crosley, with a Musicone as a loud speaker. He held P.W.X. one hour and fifteen minutes, without the least break and went on to another station only when the Cubans signed off.

"Bonzo" Is For Sale; Novelty Is Offered To Crosley Dealers

(Continued from Page 1.)

for their rooms; hunters and lovers of dogs will buy them as decorations for their dens—in fact thousands of people will be glad to have such a "beautiful" novelty.

"Bonzo" makes everyone laugh. He drives the grouches away immediately. Never have we seen the man who could look at this PUP without smiling and expressing a desire to own one. Send your order immediately for half a dozen of these PUPS that have become nationally famous because of the prominent position they have occupied in the windows of Crosley dealers in all sections of the Country.

Transportation On River Is Speeded By Aid Of Radio

(Continued from Page 1)

purpose of gaining time in handling the river commerce.

The above item is of especial interest to Crosley dealers in cities and villages along the Ohio River and its tributaries. It shows how a new field has been opened for them, creating a demand among river men and shippers for radio receiving sets. They will cooperate with station WLW by purchasing Crosley receiving sets and Musicones.

Crosley Set Owned By Champion Radio Listener Of Texas

Super Trirdyn Used by William Floyd in Winning Beautiful Everts-News Trophy, a Loving Cup.

William L. Floyd, Box 162, Paris, Texas, is the champion radio listener of Texas, having been awarded the beautiful Everts-News trophy, a loving cup, for best reception during the recent International Tests. Mr. Floyd used a Crosley Super-Trirdyn in these tests and speaks most highly of the operating qualities of this type of receiver.

Among the foreign stations he heard, and from which he received verification of reception, are 2LO, London; EAJ7, Madrid, Spain and OAX, Lima, Peru.

Mr. Floyd became interested in radio about a year ago, or at the close of International Test Week of last Winter. He noticed in the windows of the Hall Electric Company, in Paris, Texas, a reproduction of an advertisement published by The Crosley Radio Corporation in which it was stated that owners of Crosley radios had been successful in tuning in European stations. Recognizing these to be the very fulfillment of his desires so far as radio was concerned, he purchased one of the Super Trirdyn sets and immediately became a red-hot radio fan. During the tests of last January, he was determined to prove

to his friends that he could get stations they never could—and he did.

The beautiful loving cup won by Mr. Floyd has been artistically engraved and now occupies a prominent place in his "radio corner."

The source of current in a receiving set should have a greater voltage than that needed at the end in order to take care of the loss in voltage due to the conductor, the drop in the source and the useful drop from the work accomplished.

The heart of a vacuum tube is the filament.

We broadcast daily at 11:00 a. m. and 1:30 p. m.

Financial News

Market Reports.

Government Bond

Quotations

Call Money Rates

Foreign Exchange, Grain

and Live Stock

Quotations.

Bond Department

THE

FIFTH-THIRD

NATIONAL BANK

of Cincinnati.

SELL YOUR CROP OF TOBACCO AT THE KENTON LOOSE LEAF TOBACCO WAREHOUSE Covington, Ky.

If you wish to BUY or SELL SECURITIES Or own some about which you DESIRE INFORMATION COMMUNICATE WITH US Our Statistical Department is At Your Service WESTHEIMER & CO.

Members of— The New York Stock Exchange The Cincinnati Stock Exchange Telephone Main 567 326 Walnut Street

CROSLY

RADIOS

Distributed by THESE JOBBERS

OHIO, KENTUCKY, INDIANA

The JOHNSON-ELECTRIC Supply Company 331 Main St. 232 E. Fifth St. CINCINNATI Radio and Electrical Supplies of Quality Write Us for Dealer Proposition

ILLINOIS

National E & A Supply Co. Distributors of CROSLY Sets, MUSIC MASTER reproducers, TOWER headsets, EVEREADY batteries, and complete line of Supplies. PEORIA, ILLINOIS.

THOUSANDS

INQUIRING ABOUT

THESE ENTIRELY NEW FOUR AND FIVE TUBE

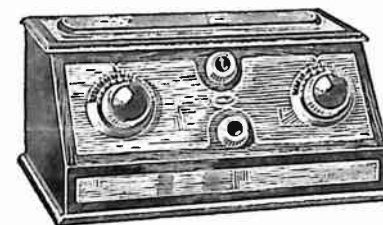
CROSLY RADIOS

BETTER—COST LESS

Four and Five Tube Radios

Featuring The CRESCENDON An Exclusive Crosley Device

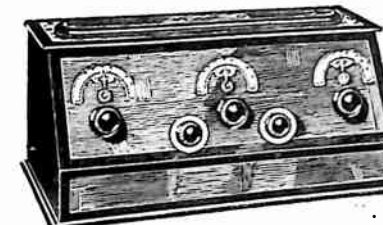
Crosley 4 Tube 4-29



\$29.00

The new 4-29 is a four tube radio consisting of one stage of tuned radio frequency amplification, Crescendon control detector and two stages of audio frequency amplification. The Crescendon is an exclusive Crosley feature—a new amplifying device improving volume and selectivity. It is equivalent to one or more additional tubes of tuned radio frequency amplification. Stations from coast to coast easily heard on a Musicone or any other type of loud speaker.

Crosley 5 Tube 5-38



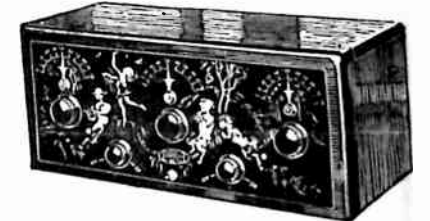
\$38.00

The 5-38 consists of two stages of tuned radio frequency amplification, detector, with Crescendon control of the second radio frequency stage, plus two stages of audio frequency amplification. In volume, selectivity, sensitivity and tonal qualities, the 5-38 is really a wonder. The cabinet, like that of the 4-29, is of hardwood, with handsome two-tone mahogany finish. The Crescendon makes the 5-38 superior to any ordinary five tube sets on the market.

Five Tube Radios With

R. F. L. CIRCUIT and Incorporating True Cascade Amplification

Crosley 5 Tube R. F. L-60



\$60.00

The R. F. L-60 is a five tube set with a genuine R. F. L. circuit which provides true cascade amplification largely through the use, in each radio frequency stage, of a complete Wheatstone Bridge whose balance is practically uniform at all wave lengths. Non-oscillating at any frequency, non-radiating, and cannot be made to howl even if mishandled. Solid mahogany cabinet.

Crosley 5 Tube R. F. L-75



\$75.00

This, the most luxurious Crosley ever offered, is unique in the remarkable degree of selectivity it provides. Absolutely non-radiating and completely fool proof, Crosley R. F. L. sets are recommended for satisfactory performance in the hands of inexperienced operators. Stations can be accurately logged. For accuracy, simplicity, and speed in tuning, for clarity and fidelity in tone, for decorative beauty and value—the Crosley R. F. L-75 stands unchallenged. The solid mahogany, duo-toned cabinet holds all batteries.

Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149, or under patent applications of Radio Frequency Laboratories, Inc.

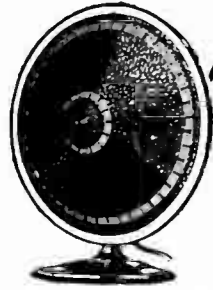
THE CROSLY RADIO CORPORATION

CINCINNATI

ADVERTISEMENTS

FOR CROSLY DEALERS

Give your radio a real chance!



CROSLY Musicone

Get the thrill of hearing all musical instruments and all ranges of the human voice free from distortion and overtones—mellow and clear.

So sensational has been the Musicone's success that by January 1st it will have replaced 500,000 horn-type speakers.

Remember there is only one Musicone. It is made by Crosley and its secret is the Crosley patented actuating unit, not THE CONE.

now \$14.75

CROSLY RADIO
BETTER COSTS LESS
for sale by

M-649
E-649

The advertisements shown here now are ready for Crosley authorized dealers and distributors. These are supplied either as mats or unmounted electrotypes. Dealers are advised to ask a representative of the publication in which they plan to advertise whether he prefers mats or electrotypes and order accordingly. The M stands for Mat and the E for electrotype. Be sure to order by number.

Louder please!

CROSLY CRESCENDON

adds to tuned radio-frequency radios that missing element so much to be desired at times—more volume. This principle is available to but few radio manufacturers, of which Crosley is the sole licensee in the popular-price field. Found exclusively

in the New CROSLY 4-29



\$29
4 TUBES

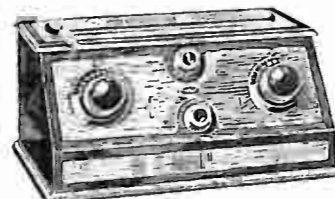
and the CROSLY 5-38



\$38
5 TUBES

Dealer's Name

M-648
E-648



CROSLY 4-29

\$29.

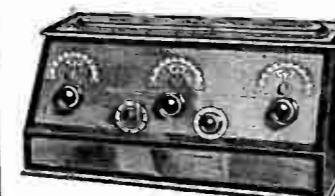
A powerful set with one stage of non-oscillating radio-frequency amplification, and two stages of audio amplification with detector controlled

with the CRESCENDON

a radio principle of increasing volume in tuned radio-frequency sets available only to Crosley in the field of popular-priced radio.



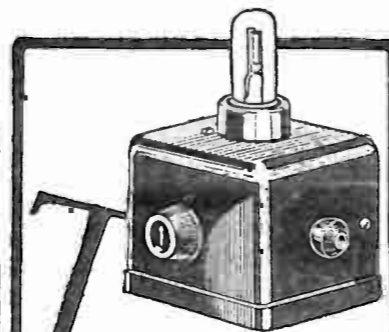
Also in the CROSLY 5-38



\$38.
5 TUBES

Dealer's Name

M-647
E-647



trans-Atlantic reception

Using the same basic circuit as the "Pup," older Crosley I-tube models have reported trans-Atlantic reception.

Built like a battleship but priced like a toy, this improved one tube Crosley gives you radio's best at radio's lowest prices.

Tune through local programs—match any set station for station on headphones. Begin radio right with the biggest radio value.

At authorized Crosley Dealers.

\$9.75
WITHOUT ACCESSORIES

CROSLY RADIO

BETTER COSTS LESS
for sale by

M-650
E-650

Crosley Sales and Service Manual

SERVICE HINTS

Underwriters' Rules (Continued).

If desired, a separate operating grounding connection and ground may be used, the grounding conductor being either bare or provided with an insulating covering.

N. Wires inside buildings shall be securely fastened in a workman-like manner and shall not come nearer than two inches to any electric light or power wire not in conduit unless separated therefrom by some continuous and firmly fixed non-conductor, such as porcelain tubes or approved flexible tubing, making a permanent separation. This non-conductor shall be in addition to any regular insulating covering on the wire.

O. Storage battery leads shall consist of conductors having approved rubber insulation. The circuits from storage batteries shall be properly protected by fuses or circuit breakers rated at not more than 15 amperes and located preferably at or near the battery.

The lightning arrester must be of a type approved by the National Board of Fire Underwriters. If used outdoors, it must be approved for outdoor use.

The Lightning Ground.—According to regulations, the lightning grounding conductor shall run in as straight a line as possible from the lightning arrester to the ground conductor. Bends in the wire should be avoided because when lightning is on its way to the ground, it is going too fast to turn corners and is likely to leap to a nearby object or wall. The water pipe system mentioned before makes the best lightning ground. Other permissible grounds may be made to the steel frames of buildings or to an artificial ground, such as piped driven into the ground.

IMPORTANCE OF UNDERWRITERS' RULES. It is important that the underwriters' rules be followed in making every radio installation, for if they are not followed, it will not be possible to collect (under the terms of many fire insurance policies), for damages caused by fires of unknown origin, fires of which the radio equipment may be suspected as the source, etc. Even disregarding this fact, it is to the best interest of the set owner to have his equipment installed according to these regulations, as they insure him the maximum of protection from fire or from damage to his equipment by lightning discharge. As a matter of fact, lightning arrestors and lightning protective equipment are called upon to prevent damage to

the installation perhaps a thousand times to every one time that they perform the function of preventing a fire. Nearby lightning flashes often cause heavy electrical discharges from the aerial, through the set, to the ground, and unless these are suitably guarded against by protective devices (which shunt them into a path around the set, directly to the ground) the equipment may be considerably damaged. Such discharges have no importance from the standpoint of starting fires, however. Fire hazard is only due to direct hits of lightning, and direct hits are so few and far between as to be practically unheard of.

LIGHTNING ARRESTORS. The function of a lightning arrester is, then, to provide a short, low resistance path from the aerial to the ground for lightning discharges, without allowing the radio signal charges to leak to the ground through this path. The simplest form of arrester consists of two metal points mounted on an insulating base so that they are held a fraction of an inch apart. The aerial is connected to one of these points, and the aerial lead wire continued from there to the set. The other point is connected to a short, heavy ground wire. Under ordinary conditions, the air between the points is sufficient of an insulator to prevent charges leaping across the gap from the aerial to the ground. When a high-voltage charge is set up across the gap by a nearby lightning flash, the air between the points becomes ionized (that is, certain modifications are brought about in the air molecules by the high voltage which make it a conductor instead of an insulator) and the gap is practically short-circuited. This ionizing effect is helped by sealing the points into a bulb and partially evacuating it. Certain gases ionize (become conductors) at very low voltages. Neon gas, for instance, while a very good insulator in its ordinary state, becomes very highly ionized and a very good conductor under the influence of a difference of potential of fifty volts. Since the feeble radio currents never set up such a voltage, and since strong lightning discharges always create a greater voltage, neon tubes serve very effectively as lightning arrestors.

Storage batteries of the wet type should be given a drink of water occasionally.

SALES HINTS

Motion Picture Show Advertising

One of the cheapest and most effective forms of advertising for the dealer in a town of moderate size is the use of slides at the local "picture show." For quite a small sum it can usually be arranged with the theater proprietor to display the slides at every show. In this way, the store's name and product is brought before a large number of good prospects at a moment when they have nothing else to occupy their minds.

To cover this field of advertising, we are preparing special lantern slides. These may be purchased by any authorized Crosley dealer at the rate of three for one dollar. The slides are excellently colored, and will be supplied with the dealer's inscription (name, address, etc.) already put on, so they will be ready for use when received. Get in touch with your local motion picture house proprietor and you will be surprised how little three months showing of these slides will cost you.

Another Crosley service which has recently been put into effect, while not direct advertising, is perhaps even more valuable in communities where it can conveniently be used. A great number of requests are constantly received by the factory for speakers on radio subjects. It is often impractical to send a factory man to make such a speech, as the transportation and other costs are too great to justify it. To take care of groups who wish a speaker and to whom it would be impractical to send a factory man, several series of lantern slides have been prepared illustrating the manufacture of radio equipment, the theory of radio transmission, reception, etc. Each series of slides is accompanied by a prepared talk, which may be read by the lecturer, or modified by him and delivered in his own style. The following sets of slides are now available:

1. Manufacture of Radio Parts and Cabinets.
2. How Radio Sets are Assembled.
3. The How and Why of Radio.
4. Facts About the Radio Industry, its Growth, etc.

Within the near future it is hoped to add a series illustrating a trip through WLW broadcasting station and studios, and various other series of interest primarily to dealers and distributors, such as high spots of selling and servicing radio, etc.

These slides are available to any group or organization, or to any

Crosley dealer who has arranged for them to be used before such a group. The only requirements are that the borrower agree to care for them, to pay for any slides that he breaks at the rate of fifty cents each, and to return the slides within one week of the date on which he receives them. There is no charge for this service.

An excellent opportunity for free publicity is afforded Crosley dealers by this arrangement. Chambers of Commerce, Rotary Clubs, Kiwanis Clubs, Schools, Churches, and many other organizations welcome the opportunity to listen to a talk on radio. There is a sufficient variety of slides available to provide material of interest to all these organizations. The live Crosley dealer will find it easy to arrange for such lectures, and it will not be difficult to obtain someone either in the employ of the store, or a member of the organization to read the prepared talk. The service costs the dealer nothing, and is excellent publicity for him, especially as this is a form of indirect advertising which is demanded by people rather than forced upon them.

In order to borrow slides, the dealer should write to the Crosley Radio Corporation, Educational Department, stating the date for which the slides are desired, the series desired, and the organization before which the lecture is to be presented. Before definite arrangements are made with any organization, the dealer should inquire from the Corporation about the possibilities of obtaining slides, for the particular date desired, as the number of sets is limited, and the demand great, and it may therefore be necessary in some cases to make arrangements for a later date.

Weather Reports

Reports of the weather are broadcast through the Crosley WLW station every day. This affords the listeners an opportunity to arrange their plans with regard to proper apparel for out-of-doors.

Avoiding Unightly Scratches

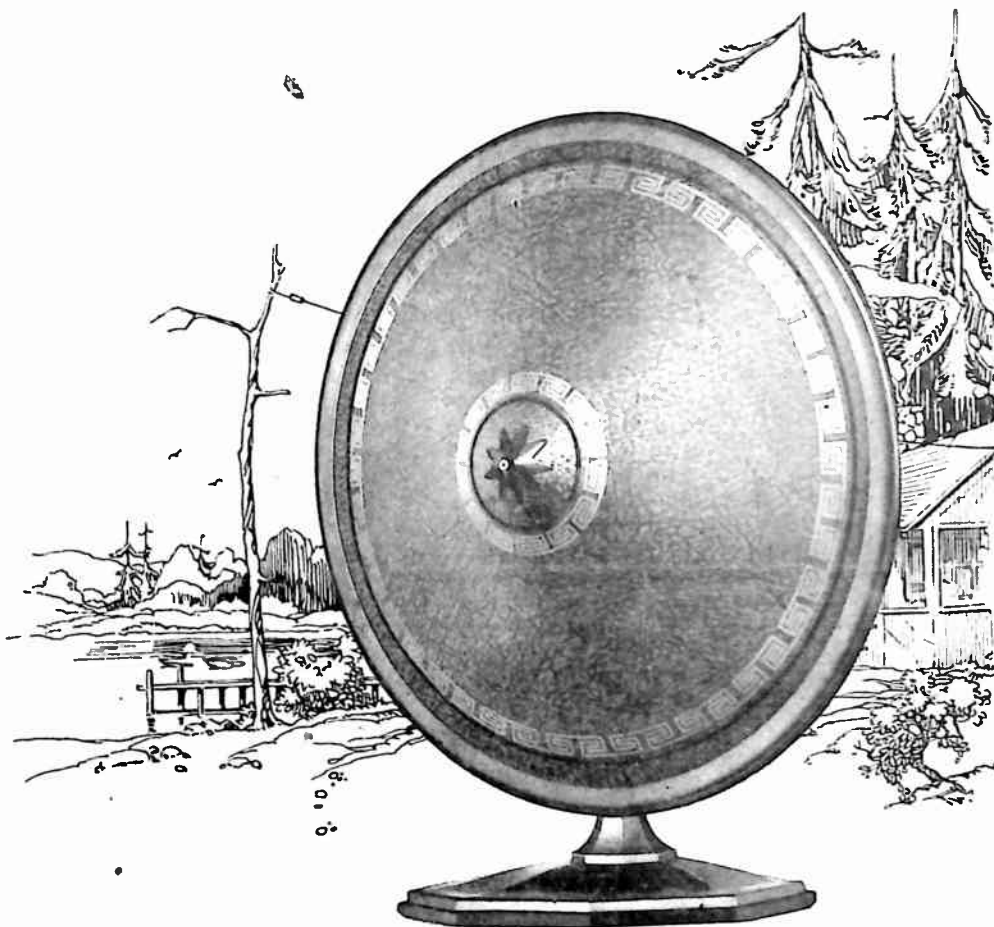
When marking a panel for instrument holes, draw all scratch lines on the back. Then it will not be necessary to remove the lines with emery cloth. But, before drilling, be sure the holes are in the correct position.

Sales Figures Show Musicone Is The Fastest Selling Radio Reproducer On The Market

Improves Reception With Any Type Of Radio

Radio reception received a great step forward when Crosley gave the Musicone to it. It was a revolutionary idea in loud speakers—not only in appearance but in performance. The looks have been imitated—but the performance no—because it's the patented actuating unit of the speaker that is responsible for the clear, mellow tones—not the cone shape. And this actuating device is owned and manufactured solely by Crosley.

The Musicone makes good radio better. Indifferent performing sets are improved. If you are not satisfied with your radio maybe it's a Musicone you need. The Musicone is truly orthophonic. Sound reproduction will be as perfect as the set that receives it. The Musicone not only reproduces the lowest bass and highest trebles—notes lost entirely on many speakers—but reproduces them perfectly.



\$14.75

THE MUSICONE DELUXE



This mantel, clock type of cabinet delicately grilled mahogany houses attractively the Musicone. The reproducing mechanism is the same as the regular Musicone model. There is no difference in quality of reproduction. The art case is designed especially for those wanting something especially exclusive as a fitting complement to an elaborate cabinet **\$23.50** radio. Size is 12 1/4" high. Price.....

The Crosley Radio Corporation

CINCINNATI

Musicone Is Winner In Elimination Test During Convention

Crosley Speaker Was the Only
One That Would Reproduce
Both the Highest and
Lowest Notes.

During the recent convention of Crosley salesmen at the main plant of The Crosley Radio Corporation, in Cincinnati, Charles W. Peterson, inventor of the Musicone, conducted a series of interesting tests in which the Musicone was compared with practically every other cone-type loud speaker on the market, thus revealing in a very vivid manner the superiorities of the Crosley reproducer over every other model.

The Musicone was the only loud speaker that would reproduce both the highest and lowest notes perfectly. There were certain types that would bring in the high soprano notes, but would fall miserably when the low notes were reached. The manufacturers had sacrificed ability to reproduce the low ones in order to reproduce perfectly the higher tones. Others were just the opposite. They would reproduce the low notes fairly well, but could not bring in the higher ones without chattering and distortion. But the Musicone covered the entire range perfectly, reproducing the very lowest notes of a drum with absolute clearness and the highest notes possible without the least distortion.

In an interesting manner, certain types of "impossible" ones were eliminated until there remained but two loud speakers—the Musicone and one that functioned fairly well, but which cost in the neighborhood of \$50.00 as compared with \$14.75 for the Musicone. There was considerable argument as to the merits of the two models, and finally it was suggested that the men present turn their backs during the comparisons. The loud speakers were numbered and their number was called out while music was being received on "Number 1" or "Number 2." Then the men voted on the one they believed was most perfect. All but one voted for the Musicone.

Mr. Peterson explained the mechanism of the Musicone and pointed out the advantages of using the floating cone, for which there is a patent pending and which, he said,

(Continued on Page 8.)

READY FOR BIG RADIO SUMMER



The picture above was taken during a recent gathering of certain of the field representatives of The Crosley Radio Corporation, at which these salesmen predicted that judging from present conditions the sale of radio merchandise will be unusually heavy during the coming Spring and Summer. Among those in the group are: Top row—Lee Bird, E. L. Storer, F. G. Evans, E. K. Revercomb. In the middle row: H. D. Johnson, B. H. Clark, J. T. Dalton, C. Hayes, E. L. Shepherd. In the bottom row: C. H. Carey, J. L. Woods, W. B. Fulghum, Powel Crosley, Jr. L. A. Kellogg, E. T. Pfaff.

Radio Activity To Be In Direct Ratio To Energy Of The Dealer This Summer; Busy Season Faced By Live Merchants

Activity in the radio industry during the coming Spring and Summer will be in direct ratio to the energy of the retail dealer. If the merchant who sells to the consumer remains on the job and refuses to permit experiences of former seasons to influence him, there will be a continual flow of radio merchandise through his store. On the other hand there will be little business for the man who gives up hopes of selling any receiving sets just because there was no market for them during the Springs and Summers of former years.

Crosley sales during January and February greatly exceed those of the first two months of any previous year and indications are that this unprecedented business will continue throughout the greater part of the four or five months to come. There is a market for the new four and five tube Crosley radios. Buyers actually are demanding them and despite the fact that

every one of the Crosley factories is being operated at full capacity, troubles are being encountered in meeting the requirements of the progressive dealers.

After a careful survey of the possible obstacles in the path of radio sales, it was decided that practically the only one that amounts to anything is the fact that during the heat of the Summer people will not want to remain in their houses to listen to radio music. Interferences so troublesome during Summers of the past are being eliminated through the use of higher power by the broadcasting stations and sets are being made with which it is more easy to cut out the interferences that have not been eliminated through the use of this higher power. Other obstacles have been overcome and so the only possible resistance is that of the Summer heat driving the listeners away from their radio sets.

(Continued on Page 3.)

Crosley Salesmen Predict A Bright Spring and Summer

Announcement of New Sales
Record for January and Feb-
ruary Cheered by Field
Representatives.

Announcement that Crosley Radio Sales during the months of January and February had greatly exceeded those of the first two months of any other year in the history of The Crosley Radio Corporation, was greeted with cheers at a recent gathering of field representatives, whose territories take in a greater part of the United States.

These men reported the outlook for a good Spring and Summer radio business was exceptionally bright and announced that orders are being placed for immediate delivery by both distributors and dealers, adding that the latter are displaying far more interest in radio than ever before at this time of the year.

Powel Crosley, Jr., explained to the men the circuits used in the new four and five tube sets and pointed out specific reasons why they were more efficient than those used in other types of receivers. He declared there was no reason for any noticeable slump in the radio business and urged his men to forget that in former years it had been a long, hard pull at this season of the year for everyone engaged in the radio business. He pointed out to the salesmen that they were handling a line of merchandise that was being sold with practically no resistance.

Walter B. Fulghum, general sales manager, also addressed the assembled representatives. He talked, off and on, for two days, explaining the sales policies of the Crosley organization and urging the men to work with even more energy than they have exerted in the past. Many interesting points were brought up during the round-table discussions and a series of perplexing problems was solved. New methods of merchandising were adopted and put into effect immediately, but these were not radically different from those employed heretofore.

George Lewis explained the technicalities of the various new sets and the Musicones, answering many questions in regard to the new circuits.

Crosley WLW Programs For Week of March 21

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Sunday, March 21st, 1926
Central Standard Time.

9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.

10:30 A. M.—Weather Forecast and River Stages.

11:00 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Cleveland Aves.
Jesse Halsey, Minister
Dan Beddoe, Soloist
Adolph H. Stadermann, Organist
Prelude—"The March to Calvary".....Matthews
Salutation
The Lord's Prayer
Gloria
Organ Interlude
Duet—"Ye Have Taken Away My Lord".....Mendelssohn
Miss Clark, Mr. Beddoe
Children's Sermon
Hymn
Scripture Lesson
Pastoral Prayer
Chimes
Announcements
Offerory—"Lento".....Geo. Calkin
Solo—"Father in Heaven" Doun Mr. Beddoe
Prayer
Hymn
Sermon—Dr. Silas Evans, Pres. of Ripon College, will speak.
Hymn
Benediction
Gloria
Postlude

4:00 P. M.—Choir of the Latonia Baptist Church.
F. D. Walker, director
Mrs. F. W. Walker, organist

7:30 P. M.—Services from the First Presbyterian Church of Walnut Hills, Dr. Frederick MacMillin, Minister.

8:30 P. M.—A "Spring" program under auspices of The H. & S. Fogue Company.
The H. & S. Fogue Orchestra under direction of Walter Esberger, well-known band master.
Soloist: HELEN REMLEY, coloratura soprano.
1. Selection: "Spring Maid".....Reinhardt
2. Waltz: "Spring, Beautiful Spring".....Lehar
3. Spring Song.....Mendelssohn
4. Characteristic: "Spring Blossoms".....Wood
5. Intermezzo: "Tulips".....Miles
6. Danseuse: "Cupid's Frolic".....Miles
7. "In the Spring a Young Man's Fancy".....Nevin
8. Narcessus.....Nevin
9. Selection: "Wildflower".....Youmanns
10. "Legend of the Rose".....Bernard
11. "Melody of Summer Night".....Roberts
12. Finale: Excerpts from "Blossom Time".....Romberg (The Baldwin Piano)

WLW PROGRAM
The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Monday, March 22nd, 1926
Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Central Y. M. C. A.

8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.

10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.

11:00 A. M.—Market Reports.

11:55 A. M.—Weather Forecast and Correct Time.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Sermon by Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.

4:10 P. M.—French Lesson by Madame Ida Timpidis.

4:30 P. M.—Official Police Bulletin.

6:20 P. M.—Talks on Dogs by R. L. Davis, well known dog authority.

6:30 P. M.—Sonata in G by Brahms (for piano and violin)
Clifford Lang, Pianist
Wm. C. Stoess, Violinist

6:50 P. M.—Weather Forecast and Market Reports.

7:00 P. M.—Historical Appreciation of music by Estelka Evans, Cincinnati Conservatory of Music.

7:20 P. M.—Crosley Popular Science Lecture, "The Heart of the Sierras," by Willis T. Sparhawk.

7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Woseczek.
Serenade Badine.....Gabriel-Marie La Fontaine.....Bohm
Gavotte ("Mignon").....Thomas Impromptu A. Flat.....Schubert
Valse Lente ("Coppelia").....Dellbes
La Zingana.....Bohm

7:50 P. M.—Second in a series of four talks on "Why Go To College?" by Benjamin T. Bryant, President of Student Council, University of Cincinnati.
Subject: "How To Get the Best Out of College."

8:00 P. M.—Old Time Review of the Crosley Burnt Corkers, comedians and instrumentalists, in a potpourri of wit and melodies of other days, dedicated to Crosley Jobbers in the State of Florida, featuring: The Musicline Male Quartet, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnson, Interlocutor.

1:30 P. M.—Business Reports.

2:00 P. M.—Market Reports.

4:00 P. M.—Children's Hour, pupils from the College of Music of Cincinnati.

4:30 P. M.—Official Police Bulletin.

6:50 P. M.—P. S. Market Reports and Weather Forecast.

7:00 P. M.—Dinner Concert from the Hotel Gibson Florentine Room; orchestra directed by Robert Visconti.

7:30 P. M.—Theatrical feature.

7:40 P. M.—Continuation of Hotel Gibson Concert.

8:00 P. M.—The Cincinnati Times-Star Concert. Soloist: Howard Hafford, tenor.

(1) Interval of Classics:
The Robert Alter Trio
Robert Alter, Vox-Ferro (Saw)
Rosemary Stoess, piano
William Stoess, violin

(2) Interval of Hawaiian and popular strains. The South Sea Serenaders, Dayton, O.

(3) Interval of popular dance selections
The Liberty Theatre Ragamuffins.

10:00 P. M.—Entertainment from Castle Farm.
(The Baldwin Piano)

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Tuesday, March 23rd, 1926
Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.

8:00 A. M.—Morning Devotion under the auspices of Parkway Y. M. C. A.

10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.

11:00 A. M.—Market Reports.

11:55 A. M.—Weather Forecast and Correct Time.

12:10 P. M.—Uoon Concert from Hotel Gibson; orchestra directed by Robert Visconti.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Sermon by Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.

4:10 P. M.—French Lesson by Madame Ida Timpidis.

4:30 P. M.—Official Police Bulletin.

6:20 P. M.—Talks on Dogs by R. L. Davis, well known dog authority.

6:30 P. M.—Sonata in G by Brahms (for piano and violin)
Clifford Lang, Pianist
Wm. C. Stoess, Violinist

6:50 P. M.—Weather Forecast and Market Reports.

7:00 P. M.—Historical Appreciation of music by Estelka Evans, Cincinnati Conservatory of Music.

7:20 P. M.—Crosley Popular Science Lecture, "The Heart of the Sierras," by Willis T. Sparhawk.

7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Woseczek.
Serenade Badine.....Gabriel-Marie La Fontaine.....Bohm
Gavotte ("Mignon").....Thomas Impromptu A. Flat.....Schubert
Valse Lente ("Coppelia").....Dellbes
La Zingana.....Bohm

7:50 P. M.—Second in a series of four talks on "Why Go To College?" by Benjamin T. Bryant, President of Student Council, University of Cincinnati.
Subject: "How To Get the Best Out of College."

8:00 P. M.—Old Time Review of the Crosley Burnt Corkers, comedians and instrumentalists, in a potpourri of wit and melodies of other days, dedicated to Crosley Jobbers in the State of Florida, featuring: The Musicline Male Quartet, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnson, Interlocutor.

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Wednesday, March 24th, 1926
Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.

8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.

10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.

11:00 A. M.—Market Reports.

11:55 A. M.—Weather Forecast and Correct Time.

12:05 P. M.—Business Reports.

2:00 P. M.—Market Reports.

4:00 P. M.—Children's Hour, pupils from the College of Music of Cincinnati.

4:30 P. M.—Official Police Bulletin.

6:50 P. M.—P. S. Market Reports and Weather Forecast.

7:00 P. M.—Dinner Concert from the Hotel Gibson Florentine Room; orchestra directed by Robert Visconti.

7:30 P. M.—Theatrical feature.

7:40 P. M.—Continuation of Hotel Gibson Concert.

8:00 P. M.—The Cincinnati Times-Star Concert. Soloist: Howard Hafford, tenor.

(1) Interval of Classics:
The Robert Alter Trio
Robert Alter, Vox-Ferro (Saw)
Rosemary Stoess, piano
William Stoess, violin

(2) Interval of Hawaiian and popular strains. The South Sea Serenaders, Dayton, O.

(3) Interval of popular dance selections
The Liberty Theatre Ragamuffins.

10:00 P. M.—Entertainment from Castle Farm.
(The Baldwin Piano)

9:00 P. M.—Concert program featuring the Formica Orchestra, William C. Stoess, director, under auspices of the Formica Insulation Company.
Program of "March"
1. March: "Man of the Hour".....Fillmore
2. March: "The Mighty".....Hays
3. March: "Fellowship".....Klohr
4. March from "Aida".....Verdi
5. March of the Spanish Soldier.....Smetsky
Selections by the Lyric Male Quartet.
Part 2. Formica Orchestra.
Waltz: "Wedding of the Winds".....Hall
Popular Requests:
a. Somebody Else Is Stealing My Sweetie's Kisses
b. I Never Knew c. Sorry and Blue

10:00 P. M.—Dance Program from Castle Farm.
(The Baldwin Piano)

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Thursday, March 25th, 1926
Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Y. M. C. A.

8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.

10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.

11:00 A. M.—Market Reports.

11:55 A. M.—Weather Forecast and Correct Time.

12:05 P. M.—Organ Selections by Petronella Trimbur.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

3:30 P. M.—Kroger Cooking chats—conducted by Judith Anderson, "Hints on the Art of Cooking and Some of My Best Recipes," under the auspices of The Kroger Grocery and Baking Co.

4:00 P. M.—Shut-in Program, directed by William Dunling, co-operating with the Settlement Schools and other institutions assisted by the Cincinnati Exchange Club.

4:30 P. M.—Official Police Bulletin.

6:30 P. M.—Joint Recital by Cecile Falkenstein, pianist, and Ira Falkenstein, violinist.

6:50 P. M.—Weather Forecast and Market Reports.

7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.

7:30 P. M.—Address by a representative of the National Lumber Manufacturers' Association.

7:40 P. M.—Continuation of the Hotel Gibson Concert.

8:00 P. M.—American Composer Program of the Omicron Chapter of the Sinfonia Fraternity. The program will include the following:
1. "King Robert of Sicily" by Henry Wadsworth Longfellow, music by Liza Lehman.
S. Burnet Jordan, reader.
William Naylor, pianist.
2. String Quartet by Peter Froelich.
3. Sinfonia Woodwind Ensemble.

9:00 P. M.—Concert by the Tenth Infantry Military Band from Ft. Thomas, Ky.

10:00 P. M.—The Cincinnati Zither Players.
Ruth Hohe
Charles Hohe
Anton Roehrich

10:20 P. M.—Further Radio Adventures of Senator Schultz.

10:40 P. M.—Crosley Male Quartet; Fenton Pugh, first tenor
Russell Dunham, second tenor
Richard Fluke, first bass
Leland Sheehy, second bass
Walter DeVaux, accompanist

11:00 P. M.—Maids of Melody. Grace Donaldson and Hortense Rhodes.

11:15 P. M.—Popular request organ recital by Johanna Grosse.
(The Baldwin Piano)

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Friday, March 26th, 1926
Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stradtman, Physical Director.

11:00 P. M.—Maids of Melody. Grace Donaldson and Hortense Rhodes.

11:15 P. M.—Popular request organ recital by Johanna Grosse.
(The Baldwin Piano)

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Thursday, March 25th, 1926
Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stradtman of the Physical Department of the Central Y. M. C. A.

8:00 A. M.—Morning Devotions under auspices of the Y. M. C. A.

10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.

11:00 A. M.—Market Reports.

11:55 A. M.—Weather Forecast and Correct Time.

12:05 P. M.—Organ Concert by Mildred Prigge, pupil of Johanna Grosse, featuring hits from favorite light operas.

12:30 P. M.—Health talk by Dr. Carl A. Wilzbach, Executive Secretary of the Central Y. M. C. A.

12:40 P. M.—Songs by Russell (died) Green, Lyric Tenor.

1:30 P. M.—Business Reports.

2:00 P. M.—Ethical Study of the Modern Drama, conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School.

3:00 P. M.—Market Reports.

4:00 P. M.—Piano recital by Adelaide Apfel.

4:30 P. M.—Official Police Bulletin.

6:00 P. M.—Golf Chats by Archie Simpson.

6:15 P. M.—Musical Handshakes by Bob Groenke and Jim Mischler, the original Crosley Hello Boys.

6:45 P. M.—"The Eyes Have It," by C. H. Hoffman.

6:50 P. M.—Weather Forecast and Market Reports.

7:00 P. M.—Dinner concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.

7:30 P. M.—Educational feature—Wild animals in Captivity.

7:40 P. M.—Continuation of Gibson Hotel Concert.

9:00 P. M.—Ladies Brass Band of the United Spanish War Veterans, Auxiliary No. 27, Dayton, Ohio.

10:00 P. M.—Three minute message from the U. S. Civil Service Department.

10:03 P. M.—Popular Concert by the Doherty Melody Boys, dedicated to Crosley Jobbers in the State of Alabama, (furnished by the French Bros. Bauer Co.). Frank Pendergast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flanigan, saxophone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Reubenbauer, drums and cymbals.

11:00 P. M.—The Buckeye Male Quartet from Xenia, Ohio.

12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the State of Iowa. (The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm.)
(The Baldwin Piano)

CROSLLEY FRANCHISE IS VALUABLE

Wide-awake dealers and distributors are nursing their Crosley franchise. They realize this is a valuable asset to their organization and that its worth is increasing daily. Recently there was a distributor who failed to recognize the value of this franchise and was on the verge of throwing out the line. But after more careful consideration, he decided he was making a serious mistake and asked that he be permitted to retain the right to distribute these "Better—Cost Less" radios. He not only agreed to exert greater energy in the merchandising of Crosley products, but volunteered to discard all other lines of radio receivers and loud speakers. Since featuring Crosley radios, he has sold more sets than he ever did before in the same length of time. He realizes now the value of the Crosley franchise.

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Friday, March 26th, 1926
Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stradtman, Physical Director.

Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus
Colerain and Sassafras Streets, Cincinnati, Ohio.
Telephone: Kirby 3200
Robert F. Stayman
Editor
Alvin Plough
Associate Editor

LITERATURE READY

Circulars illustrating and describing the new four and five tube Crosley Radios are ready now for authorized dealers. A sample of the new advertising literature was sent to every Crosley dealer last week, and imprinted on it was a suggestion that the dealer order enough to circularize carefully every mailing list available. These lists can be taken from the local directory, telephone book, etc. Other new circulars will be ready within a very short time, and samples of these also will be sent to the dealers so they can order as many as they deem necessary for their requirements. Advertising mats and electrotypes also are available. Reproductions of newspaper advertisements furnished dealers are being published in the Radio Weekly from time to time, and many dealers are finding it very profitable to use these in their local newspapers.

CROSLLEY FRANCHISE IS VALUABLE

Wide-awake dealers and distributors are nursing their Crosley franchise. They realize this is a valuable asset to their organization and that its worth is increasing daily. Recently there was a distributor who failed to recognize the value of this franchise and was on the verge of throwing out the line. But after more careful consideration, he decided he was making a serious mistake and asked that he be permitted to retain the right to distribute these "Better—Cost Less" radios. He not only agreed to exert greater energy in the merchandising of Crosley products, but volunteered to discard all other lines of radio receivers and loud speakers. Since featuring Crosley radios, he has sold more sets than he ever did before in the same length of time. He realizes now the value of the Crosley franchise.

Don't try to use old batteries in the plate circuits of your set, unless you want plenty of unaccountable noises. B batteries that are more than about 15 per cent lower in voltage than normal should be replaced, as they have served their useful life.

R.F.L.-75, Musicone and Special Table Form Ideal Combination

Combination Going Into the Homes That are Most Particular About Their Radios.

The very attractive radio combination illustrated at the right is that of the Crosley R. F. L.-75, the Musicone DeLuxe and a specially designed cabinet that is welcomed by those who demand neatness and attractiveness as well as perfect reception in radio. This combination is going into the homes of persons who are most particular about the appearance of their radio apparatus. It blends harmoniously with the most beautiful surroundings and is heartily welcomed in the room that is furnished with real taste.

Radio buyers often wonder what they will do with their receiving set when they get it home. In many cases the problem is a serious one, and is solved only when the Crosley radio table is shown to the customer. There is nothing clumsy about it—it takes up very little room. Design and finish are so exquisite that very favorable comments have been made by furniture men, artists and decorators.

The R. F. L.-75, which forms a part of this ideal combination, is a new five tube radio. The beautiful Heinrich design on the panel is exquisitely done in gold with rose gold metal trimmings to match. The circuit was invented by Mr. Stuart Ballantine and Dr. Lewis M. Hull and was developed and perfected by The Radio Frequency Laboratories, Inc. It is unique in that it provides true cascade amplification in a radio frequency amplifier. This is accomplished largely by the use of a complete Wheatstone Bridge in each radio frequency stage. The bridge in each radio stage is completely balanced and has a novel feature that this condition of balance is practically uniform at all wave lengths. This makes the amplifier stable at all wave lengths, and allows the use of more efficient coupling units and greater amplification per stage, particularly at the longer wave lengths, than heretofore has been thought possible.

There has been an exceptional demand recently for the DeLuxe Model Musicones. In these the mantle clock type cabinet of delicately grained mahogany houses so attractively the same mechanism as is found in the regular Musicones. This art case, which is illustrated here, was designed especially for those who demand something extraordinarily exclusive as a fitting compliment to an elaborate cabinet radio. The price of this combination is

REAL ART IN RADIO



The picture above is that of the Crosley Musicone DeLuxe, the R. F. L.-75 radio and a special Crosley table. Electrotypes of the above will be furnished to those who desire to illustrate the combined units in their catalogs. In ordering cuts ask for E-631-A.

\$127.50, or \$75.00 for the radio set, \$23.50 for the Musicone DeLuxe and \$25.00 for the table.

Radio Activity To Be In Direct Ratio To Energy of Dealer

(Continued from Page 1.)
This sales resistance can be crushed very easily. All the dealer need do is suggest that the purchaser buy an extension cord for his Musicone, which then can be carried to the porch, on the lawn or where-ever members of the family desire to assemble on the hot Summer nights. Music on the porch or on the lawn really is more beautiful than in the house. Any student of music will agree with this. There are no walls from which the sound waves will rebound time and time again, and so there is no music sweeter than that being received in the great out-doors.

Radios can be sold to people who complain about not desiring to remain in their homes during the hot weather when such a suggestion as this is made to them. They can be sold all the year round by dealers who are alive and on the job. As we stated, activity in the radio industry during the coming Spring and Summer will be in direct ratio to the energy of the retail dealer.

Crosley Salesmen Entertain Manager With Surprise Party

Dinner is Given in Honor of Walter B. Fulghum at Close of First Year as Sales Manager.

On the evening of March 2, Crosley radio salesmen, who had gathered in Cincinnati for one of their regular conferences, attended a surprise party in honor of Walter B. Fulghum, general sales manager, who, on that day, was celebrating the first anniversary of his connection with the Crosley organization. The party was given by Powell Crosley, Jr., President, and was in the form of a very elaborate banquet at the Cincinnati Business Men's Club.

Mr. Fulghum, who lives at the Club, was lured to the dining room by a fake telephone call to the effect that one of the Crosley men had been arrested and was being held in Room so-and-so by prohibition officers. He was asked to come down and identify him as a Crosley man. Always ready to be of assistance, Mr. Fulghum rushed to the room, only to be met by the cheers of his fellow-workers, who had gathered about a very beautifully decorated table, at the head of which was a birthday cake, with one candle.

Mr. Crosley, at the close of the dinner, expressed the feelings of the Crosley men toward Mr. Fulghum, complimented him upon the manner in which he has conducted the sales department during the past year, thanked the men for the hearty manner in which they have co-operated with the sales manager and then very briefly outlined what he expected the sales department to accomplish during the coming season.

Mr. Fulghum, too surprised to talk for a few moments, soon was "going strong" and after thanking the "boys" for their assistance, declared the year just closing has been the shortest one of his life. He outlined what he desired to accomplish during the coming season and predicted that Crosley sales would exceed many times those of any previous year.

Then every one of the men was called upon to make a few remarks, which were all of those "that reminds me" type that must be omitted because of certain postal regulations. But anyhow "a good time was had by all."

Don't throw away the No. 6 dry cells when they are too far run down for your set. Use them on the door bell, and they'll last nearly as long as new ones, in the latter service.

Data Regarding Crosley's New Four And Five Tube Radios

I. GENERAL					II. OPERATION					III. ACCESSORIES					IV. CONSTRUCTION				
a. Model	RFL-75	RFL-60	5-38	4-29	Model	RFL-75	RFL-60	5-38	4-29	Model	RFL-75	RFL-60	5-38	4-29	Model	RFL-75	RFL-60	5-38	4-29
b. Price, with-out accessories	\$75.00	\$60.00	\$38.00	\$29.00	a. Number of Tuning Controls		3	3	2	a. Type of Tubes	201-A, UX base.		Dry or storage, all types except power tubes and 200's. UX base.	Dry or storage, all types except power tubes and 200's. UX base.	a. Panel	Formica		Wood	Wood
c. Type of Cabinet	Table type Self-contained Sloping Panel	Table type Compact Straight Panel	Table type Compact Sloping Panel	Table type Compact Sloping Panel	b. Will Set Log		Yes	Yes	Yes	b. Type "A" Battery	Storage, 6 volt or "A" eliminator.		Dry or storage or "A" eliminator.	Dry or storage, or "A" eliminator.	b. Cabinet	Solid Mahogany.		Hardwood, mahogany finish.	Hardwood, mahogany finish.
d. Number of Tubes	5		5	4	c. Volume	Loudspeaker on distant stations.		Loudspeaker on distant stations.	Loudspeaker on distant stations.	c. Type "B" Battery	Dry or storage or "B" eliminator.		Dry or storage or "B" eliminator.	Dry or storage, or "B" eliminator.	c. Condensers	Low-loss, soldered plates, cadmium plated, vernier control. Capacity 0.00054 mf. No. used3		Low-loss soldered plates, cadmium plated, vernier control. Capacity 0.0003 mf. No. used 3.	Low-loss soldered plates, cadmium plated, vernier control. Capacity 0.0004 mf. No. used 2.
e. Type and length of Aerial	Outdoor 60-150 ft.		Outdoor 60-150 ft.	Outdoor 60-150 ft.	d. Distance	Long-distance reception.		Long-distance reception.	Long-distance reception.	d. Type "C" Battery	Dry or Storage.		Dry or storage.	Dry or storage.	d. Sockets	Gang sockets for UX base.		Gang sockets for UX base.	Gang sockets for UX base.
f. Wave length Range	200 to 550 meters		200 to 550 meters	200 to 550 meters	e. Non-radiating Features	Non-oscillating, balanced circuit and loosely coupled, aperiodic antenna circuit prevents radiation.		Non-oscillating first stage R. F. tube combined with loosely coupled, aperiodic antenna circuit prevents radiation.	Non-oscillating first stage R. F. tube combined with loosely coupled, aperiodic antenna circuit prevents radiation.	e. Recommended "B" Voltage	16-45 detector, 90 amplifier.		16-45 detector 90 amplifier	16-45 detector, 90 amplifier	e. Inductances	Tubular.		Spider-web low-loss.	Spider-web low-loss.
g. Features of Sets	1. Entirely new method of balancing. 2. Balanced throughout entire wave length range will not squeal at any wave length. 3. Efficient reception of long wave stations. 4. Method of balancing allows of maximum amplification per stage. 5. Easy to tune and operate. 6. Non-radiating.		1. Crescendon controlled detector (both 2nd R. F. tube and detector tube incorporate crescendon principle). 2. Remarkable selectivity and volume on distant stations. 3. Non-radiating.	1. Crescendon controlled detector 2. Remarkable selectivity and volume on distant stations. 3. Non-radiating.	f. Selectivity Features	Loss-loss construction throughout makes set selective.		Low-loss construction combined with crescendon makes set highly selective.	Low-loss construction combined with crescendon makes set highly selective.	f. "C" voltage recommended by manufacturer of tubes used.	4½		1½ to 9, depending on tubes used.	1½ to 9, depending on tubes used.	f. Wiring	Semi-rigid insulated wiring soldered to bus terminals.		Semi-rigid insulated wiring soldered to bus terminals.	Semi-rigid insulated wiring soldered to bus terminals.
h. Circuit	Two stages balanced radio-frequency amplification, detector, and two stages of audio-frequency amplification. Aperiodic antenna circuit, loosely coupled to local circuit. New Method of balancing developed by Stewart Ballantine and Dr. Lewis M. Hull, incorporates a true Wheatstone bridge in each radio-frequency stage.		Two stages radio-frequency amplification, detector, two stages audio-frequency amplification, detector and second stage R. F. tube use crescendon by coupling plate circuit of detector to grid of second R. F. tube. Aperiodic antenna circuit loosely coupled to local circuit.	One stage radio-frequency amplification, detector and second stage R. F. tube use crescendon controlled detector, two stages audio-frequency amplification. Aperiodic antenna circuit loosely coupled to local circuit.	g. Tube Control	Rheostats accommodate all types of tubes except 200's. Filament switch enables tubes to be turned off without touching rheostats.		Rheostats accommodate all types of tubes except 200's.	Rheostats accommodate all types of tubes except 200's.	g. Grid leak recommended by manufacturer of tubes used.	2 to 5 megohms		1 to 3 megohms	1 to 3 megohms	g. A. F. Transformers	4:1 ratio		1st stage 9:1 2nd stage 4:1	1st stage 9:1 2nd stage 4:1
					h. Stability	Balancing feature assures stability.				h. Millampere "B" battery consumption with 201-A tubes	20-35		15-30	14-20	h. Rheostats	1-30 ohm for volume control. 1-6 ohm for filament control.		1-6 ohm for filament control.	1-6 ohm for filament control.

V. SIZE, WEIGHT, ETC.

Model	RFL-75	RFL-60	5-38	4-29
a. Weight in Carton	28 pounds	14 pounds	11½ pounds	9 pounds
b. Weight Unpacked	20 pounds	10 pounds	8½ pounds	6½ pounds
c. Length over all	26½ in.	17½ in.	19½ inches	15½ inches
d. Height over all	10½ in.	7½ in.	8½ inches	7½ inches
e. Depth over all	12½ in.	7½ in.	9½ inches	8 inches

"NOT BAD FOR DAYTIME RECEPTION"

INDIANA MAN SAYS AFTER TUNING IN

Davenport, New Orleans and Jacksonville

ON A FIVE TUBE CROSLY 5-38

READ WHAT OTHERS SAY ABOUT THE NEW FOUR AND FIVE TUBE CROSLY RADIOS

"Gentlemen:
"In a test at home, with a Crosley 5-38, I received on a Musccone, during the daytime, stations in Cincinnati, Ohio; Chicago, Ill.; St. Louis, Mo.; Davenport, Iowa; Louisville, Ky.; New Orleans, La.; Atlanta, Ga.; Jacksonville, Fla. and Pittsburgh, Pa.
"Not bad for daylight reception, is it? I get Mexico City at night as well as California stations. I have seen many \$300.00 sets fall to do it and my list of daylight stations will make the dealer of other radios turn green with envy.

"Yours respectfully,
"N. J. Eddy,
"Greenwood, Indiana."

"Dear Sirs:
"I have had several makes of radios, but none can come up to your Crosley 4-29. Can get any place in the U. S. Have been recommending your Crosley Model 4-29, and here's hoping we have more Crosley radio fans.

"Yours very respectfully,
"Oscar Rieker,
"Michigan City, Indiana."

"Dear Sirs:
"Just a word on your new models. They have the snap tone and quality far above the price you have on them. I just received one 5-38 which is a wonder for the price. I pulled in KFI, Los Angeles, on a Musccone. It came in as loud and clear as you could ask for. I want to congratulate you and thank you also.

"Yours truly,
"Lloyd Peterson,
"Carbon, Iowa."

FIVE TUBE R. F. L.—60



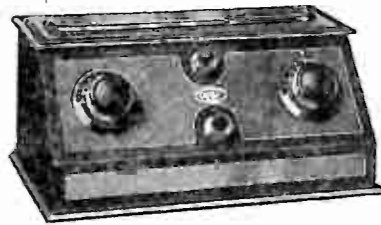
WITHOUT ACCESSORIES
\$60.00

The R. F. L.—60 is a five tube set with a genuine R. F. L. circuit which provides true cascade amplification largely through the use, in each radio frequency stage, of a complete Wheatstone Bridge whose balance is practically uniform at all wave lengths. Non-oscillating at any frequency, non-radiating, and cannot be made to howl even if mishandled. Solid mahogany cabinet.

"Gentlemen:
"We have tried out your 4-29 and 5-38 and will say they are a perfect success. The people were sure surprised at their performance Saturday, the 20th. We put on a program with the 5-38 from 3:00 P. M. to 9:30 P. M. using two Musccones on the one machine. You could hear it plain for three blocks, all the different stations, New Orleans, Pittsburgh, Davenport, Omaha, and many others. We sure had some audience, country folks and city. Every customer we have sold is a real booster.

"Marshall, Miller & Marshall,
"Grafton, Illinois."

FOUR TUBE 4--29 \$29.00



This four tube radio consists of one stage of tuned radio frequency amplification, Crescendon control detector and two stages of audio frequency amplification. The Crescendon is an exclusive Crosley feature that permits weak signals to be heard throughout an entire room.

FIVE TUBE 5--38 \$38.00



The 5-38 consists of two stages of tuned radio frequency amplification, with Crescendon control of the second radio frequency stage, plus two stages of audio frequency amplification.

Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149, or under patent applications of Radio Frequency Laboratories, Inc.

"Gentlemen:
"I just received my new Crosley R. F. L.—60 receiving set and a Crosley Musccone, which I now regard as the greatest invention in radio. I have listened to many different types of radios, and own several kinds which I heretofore believed were excellent, but I am thoroughly convinced now which one I shall keep. The reception is so natural that if a listener did not see the radio he never could tell that the music or voice was being reproduced. I feel I am very fortunate in getting one of these new sets so early. Wishing you success with your wonderful line of radios, I am,

"A. J. Brune,
"Galion, Ohio."

"Gentlemen:
"I just purchased one of your Crosley 5-38 sets, and after trying it out two nights must say it is a pleasure producer beyond words.

"F. B. Stonesifer,
"Houston, Texas."

FIVE TUBE R. F. L.—75



WITHOUT ACCESSORIES
\$75.00

This, the most luxurious Crosley ever offered, is unique in the remarkable degree of selectivity it provides. Absolutely non-radiating and completely fool proof, Crosley R. F. L. sets are recommended for satisfactory performance in the hands of inexperienced operators. Stations can be accurately logged. The solid mahogany, duo-toned cabinet holds all batteries. Circuit is same as is used in the R. F. L.—60.

THE CROSLY RADIO CORPORATION

CINCINNATI

Crosley Sales and Service Manual

SERVICE HINTS

TUBES

TYPES OF TUBES. Tubes are divided into two general classes according to the type of filament battery with which they are to be used—dry cell or storage. For purposes of discussion let us consider RCA and Cunningham tubes as standard types, since tubes of most other makes follow the same specifications and are given practically identical type numbers. There are three RCA storage-battery tubes, the UX 200, UX 201-A, and UX 112; and three dry-battery tubes, the UX 12, UX 19, and UX 120.

UX 120 and UX 112. UX 120 and UX 112 are power tubes, designed for amplifier stages only. Since they require a higher "B" and "C" battery voltage than ordinary tubes, and since but one set of "B" and "C" battery terminals is provided in Crosley sets, they must be used in all amplifier stages when employed in connection with Crosley sets. In models 5-38, 4-29, and RFL, the radio-frequency amplifier tubes are not biased by the "C" battery, and the power tubes must not be used in them, therefore, since they cannot be used in the radio frequency stages without a "C" battery, and they cannot be used in the audio-frequency stages alone (in combination with other radio-frequency tubes), as they require a higher "B" battery voltage than other tubes, and but one set of amplifier "B" terminals is provided. Thus the use of these tubes is confined to the 51 series, the 52 series, and the Trirdyns, in which they should only be used in all amplifier stages. The new four and five tube sets give sufficient volume with ordinary tubes so that the use of power tubes in conjunction with them is unnecessary.

UX 200. UX 200 is a detector tube. Its use is also confined to the older Crosley models, the 50, 51 and 52 series and the Trirdyn and Pup. The sockets, and rheostat provisions have therefore not been made for handling UX 200. UX 200 used as a detector, in combination with UX 201-A's in the Trirdyn, 52 series and 51 series will give the maximum of volume.

UX 201-A. UX 201-A is recommended for use in all sockets of the 5-38, 4-29, and RFL, and for use in all amplifier sockets of Trirdyns and 52's, when storage battery tubes are desired.

UX 199 and WX 12. UX 199's and WX 12's may be used in any of the Crosley sets with the exception of the RFL for which they are not recommended. The RFL is balanced for 201-A tubes. The ques-

tion of which is better, UX 199's or WX 12's is largely a matter of personal choice. In any of the sets which incorporate one or more stages of radio-frequency amplification (such as the 5-38, 4-29, or Trirdyn), UX 199 is probably to be preferred. One point should be noted in connection with UX 199, that for most economical service it should be used in connection with an "A" battery of six cells in series-parallel instead of with only three cells in series.

Table of Tubes for Crosley Sets. The following table shows the types of tubes that may be used with each type of Crosley set:

Model RFL.
UX 201-A tubes in all stages.

Model 5-38.
UX 201-A tubes in all stages, or UX 199 tubes in all stages, or WX 12 tubes in all stages.

Model 4-29.
UX 201-A tubes in all stages, or UX 199 tubes in all stages, or WX 12 tubes in all stages.

Trirdyn Models
1 200 and 2 201-A's, or
1 200 and 2 112's, or
3 199's, or
3 WX 12's, or
1 199 and 2 120's (112's or 120's to be used in first and last sockets.)

52 Models
1 200 and 2 201-A's, or
1 200 and 2 112's, or
3 199's, or
3 WX 12's, or
1 199 and 2 120's (112's, or 120's to be used in the last two sockets.)

51 Models
1 200 and 1 201-A, or
1 200 and 1 112, or
2 199's, or
2 WX 12's, or
1 199 and 1 120.

50 Models and Pup
1 200, or
1 199, or
1 WX 12.

The UX and UV Sockets. Some confusion exists in the minds of many individuals as to the difference between "UX" tubes and "UV" tubes. The "UV" and "UX" refer only to the type of base and have nothing to do whatsoever with the construction of the tube. Aside from the base, UX 201-A's are exactly the same as UV 201-A's, UX 200's the same as UV 200's, UX 199's the same as UV 199's, and WX 12's the same as WD 12's. The new power tubes (UX 120 and UX 112) are supplied only with the UX base.

SALES HINTS

NEWSPAPER PUBLICITY

If his local papers publish radio pages, the dealer has an excellent opportunity to secure indirect advertising by means of publicity stories. Hundreds of newspapers throughout the country use articles from the Crosley News Service sent to them weekly from the factory. In towns where newspapers devote considerable space to radio, and where this service is not used, dealers should call the attention of the papers in which they advertise to the great number of interesting articles afforded them by the service. Many newspapers are not familiar with the service, and would welcome its being sent to them, once they were introduced to it.

Special articles supplied to the papers by the dealer himself are of great advertising value. If there is someone in the dealer's organization who can write good copy, he should certainly be encouraged to prepare and submit as much newspaper material as possible. In the preparation of newspaper articles certain rules should be followed:

First, do not write an article unless you have something to write about. It is unreasonable to expect a newspaper to publish an article which will not command the attention of its readers. There are certainly sufficient subjects of interest about which articles can be written. Set owners are interested, for instance, in important facts relating to tubes and batteries, and to the care and operation of sets. A discussion of interference and various remedies for it will be of real help to many persons. Then there is always the possibility of writing a series on the "how and why" of radio; and there are certainly a great many matters of local interest which may be made the subject of stories. The important point to keep in mind is that any article submitted to a newspaper for publication should contain real information of interest to its readers.

Second, avoid writing in such a manner that the articles appear to be propaganda or advertising matter. Sufficient publicity is obtained through the mere mention of your store in connection with the name of the author, as:

FACTS ABOUT RADIO TUBES
By John Sebastian
The Capitol Radio Supply Co.

All thought of publicity should be stricken from one's mind in writing the article. It should be prepared as a sincere attempt to provide useful and timely information for the public. Then the name

of the store can be mentioned with the author's name, or inserted at some convenient point in the story.

Third, all copy should be typewritten, double spaced, on plain paper. No headlines should be written, as various newspapers have their own styles and customs for headlining, but sufficient space (say one-fourth of a page) should be left blank at the top of the first page so that the newspaper editor will have room to write in his own headlines.

Fourth, an old rule which is especially applicable to live news articles is that the whole story should be told in brief in the first sentence, and then enlarged upon in the sentences that follow. The first sentence tells the "what, when, where, and why"; the others tell the "how."

Fifth, there is a certain approximate length of article which appears, from the experience of men of long association with this type of work, to be most popular among newspaper editors. It seems that a single-column story should be from six to seven inches long. This corresponds to an average page of typewritten copy, double spaced with no margin at the top for headlining. A double column story should be from one and one-half to two times this long.

Sixth, a one page story should preferably be divided into three or four paragraphs. Fewer than that number will make the paragraphs too long, and more than that number will make them too short. This is not an inflexible rule, but is in accordance with usual newspaper practice.

Seventh, illustrations add greatly to the interest of articles, and should be used wherever possible. Line cuts made from pen and ink drawings are best for this purpose. If halftone reproductions of photographs are used, they should be 60 or 85 line screen. Cuts for single-column stories should be two inches wide, those for double column stories four inches wide, for practically all newspapers. Some publications prefer to have their own cuts made. They should be supplied with the original drawings and photographs.

These, in brief, are some of the most important factors concerned in the preparation of publicity stories. If any additional information is desired about this phase of indirect advertising, the dealer should communicate with the Publicity Department, The Crosley Radio Corporation.

Musicone Is Winner In Elimination Test During Convention

(Continued from Page 1)

was the solution of perfect reproduction of low notes. He also brought out the fact that there really are thirty-two magnets in the Musicone, as compared with one and two in other types.

The salesmen were advised to push the Musicones as strenuously as possible and to point out to the distributors and dealers the advantages of their handling such a type of loud speaker exclusively.

DAILY PROGRAMS

(Continued from Page 2)

- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:00 A. M.—Market Reports.
- 11:55 A. M.—Weather Forecast and Correct Time.
- 12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
"Silent Night!"
(The Baldwin Piano)

WLW PROGRAM

The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Saturday, March 27th, 1926
Central Standard Time.

- 10:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 1:50 P. M.—Business Reports and Stock Quotations.

- 7:00 P. M.—Popular organ concert by Johanna Grosse, the Crosley organ Request Lady.
- 7:40 P. M.—Meeting of the Seekatory Hawkins Radio Club.
- 8:00 P. M.—Barnyard Symphonies by Uncle Charley Warner and his Coon Dog Orchestra from Georgetown, Ohio.
- 8:30 P. M.—Radio: "A Step on the Stairs," Fifth act of the mysterious, thrilling radio drama by Robert J. Casey.
- 9:00 P. M.—Uncle Charlie Warner and His Orchestra.
- 9:30 P. M.—Popular dance program from Castle Farm.
(The Baldwin Piano)

The scraping of dials on the panel of a radio set can be corrected by placing thin discs of felt on the backs of the dials. They will then work smoothly without noise.

We broadcast daily at
11:00 a. m. and 1:30 p. m.

Financial News
Market Reports.
Government Bond
Quotations
Call Money Rates
Foreign Exchange, Grain
and Live Stock
Quotations.
Bond Department
**THE
FIFTH-THIRD
NATIONAL BANK**
of Cincinnati.

**SELL YOUR CROP
OF
TOBACCO**

AT THE
**KENTON LOOSE LEAF
TOBACCO WAREHOUSE**
Covington, Ky.

If you wish to BUY or SELL
SECURITIES

Or own some about which you
DESIRE INFORMATION
COMMUNICATE WITH US
Our Statistical Department is At
Your Service

WESTHEIMER & CO.

Members of—

The New York Stock Exchange
The Cincinnati Stock Exchange
Telephone Main 567
326 Walnut Street

CROSLY
RADIOS

Distributed by
THESE JOBBERS

OHIO, KENTUCKY, INDIANA

**The JOHNSON-ELECTRIC
Supply Company**
331 Main St. 232 E. Fifth St.
CINCINNATI
Radio and Electrical Supplies of
Quality
Write Us for Dealer Proposition

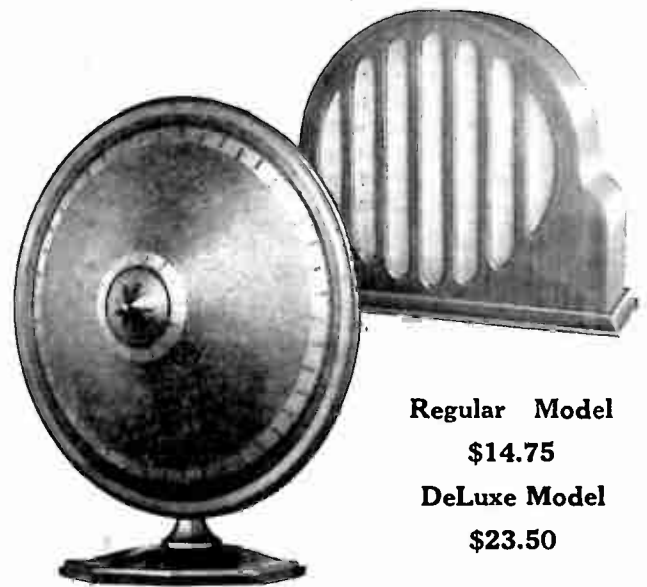
ILLINOIS

National Supply Co.
Distributors of
CROSLY Sets, MUSIC MASTER
reproducers, TOWER headsets,
EVEREADY batteries,
and complete line of Supplies.
PEORIA, ILLINOIS.

The Fastest Selling Radio Reproducer On the Market!

IT'S A

CROSLY MUSICONE



Regular Model
\$14.75
DeLuxe Model
\$23.50

Crosley Musicones are being sold to owners of all types of radio receiving sets. Thousands of persons are purchasing them to take the place of other loud speakers, realizing the Musicones give absolutely perfect service. Every note, from the highest to the lowest, is reproduced exactly as broadcast. In appearance it has no equal, in efficiency it is a leader in the field and it is priced exceptionally low. There is no sales resistance. Feature the Musicone and prosper.

The Crosley Radio Corporation
CINCINNATI

Atlantic City Fan Wins Irish Terrier In One Tube Contest

Philadelphian Wins Super-Trirdyn, and New York Girl, Crippled Eighteen Years, Wins Third Prize.

Announcement has just been made of the names of the November winners of the one tube radio contest being conducted by The Crosley Radio Corporation. First prize, an Oldtown Irish Terrier, was won by D. A. Dolan, Kenapac Court, Atlantic City, N. J., whose letters of verification proved he had tuned in 50 broadcasting stations, using a one tube Crosley Pup. In addition to the 50 stations, Mr. Dolan reported tuning in a large number of others and gave such an interesting account of his one tube reception that the judges decided he was entitled to first prize.

Second prize, a Crosley \$60.00 Super-Trirdyn radio receiver, was won by B. D. Kash, 2852 Richmond street, Philadelphia, Pa., who had the second largest number of verified reports and who also sent in a very interesting account of the manner in which he tuned in an exceptionally large number of stations with his radio, which also was a one-tube Crosley PUP.

Third prize was awarded to Miss Jennie Miller, 139 West Seneca street, Oswego, New York. This is a three tube Crosley 52 Special De-Luxe, valued at \$32.50. Miss Miller, who has been a cripple for 18 years, won third prize on her report of the manner in which radio has brought happiness into the dark corner of the world in which she lives.

Similar prizes will be awarded to those who sent in the best reports on reception during December. These will be announced in the near future. The first prize for December will be of a lineage of which his owner will be proud. He will be Etzel Von Lautersee, brother of Strongheart, the famous movie dog, and will come from the Sunbeam Farm Strongheart Kennels, New Brunswick, N. J.

The Oldtown Irish Terrier, won by Dolan, is a pedigreed puppy from the kennels of Wilmot J. Evans, Jr., Boston, Mass.

Rubber for placing under storage batteries can be obtained from old automobile inner tubes, which will prove to be a good acid-proof shield.

City Manager Appoints Crosley WLW As Cincinnati's Official Radio Station; Police Information Being Broadcast

Col. C. O. Sherrill, City Manager, recently appointed the Crosley WLW broadcasting station the official mouthpiece of the city, following the offer of Powel Crosley, Jr., radio manufacturer and owner of the station, to give every possible assistance to the city officials in their work.

Frequent messages designed to further the work of the city officials are to be given through the station, not only by Colonel Sherrill, but by members of his official family. These messages will be broadcast at intervals to acquaint the citizens of the city and those interested in the new form of government now in use in the city with the progress of work that is being undertaken.

The police department will be instructed to use WLW's super-power

equipment in broadcasting information that will enable listeners to assist in the apprehension of criminals. All police information, except, of course, emergency news, will be broadcast shortly after ten-forty-five in the morning and about four-thirty in the afternoon.

New traffic rules will be broadcast for the out-of-town travelers who may come to the city.

Special attention will be given messages dealing with law enforcement, as Colonel Sherrill who is head of this work, is greatly interested in having the co-operation of all citizens.

Work of the charter form of government, now in operation, will be brought to the attention of citizens throughout the land.

Radio Is Changing Nation's Home Life; Benefits Are Cited

Home life in America is changing, due to the radio receiving set and the fascination it holds for every member of the family. There are programs which appeal to all classes, from the bed-time story for the kiddies, to the operas and sporting event results for the older ones. Radio is no respecter of persons and once the virus is in the blood, there is no anti-toxin.

Radio is bringing happiness to the home. Invalids are made happier by means of the radio receiver. Music and inspirational talks are broadcast from stations throughout the country. Religion is entering homes which never before knew the consoling effect of the music of the choir or the uplifting remarks of the ministers. Joy and laughter is to be had for the turning of the dial, while the sharing of sorrow is there when the events of the day's news brings such messages as the death of Cardinal Mercier or entombed miners.

Nearly every home will have its radio receiver in the future. It will be just as important a part of home equipment as is the

(Continued on Page 3.)

Cleaning Time For Radio Is At Hand; Suggestions Made

With the advent of spring days and greater daylight, there comes the opportunity to do some "cleaning-up" on radio aeriels and apparatus. Wire which is exposed to the elements for any length of time is apt to sag and unless the connections have been carefully made and soldered, there is also a chance of corrosion. All parts of the aerial should be examined, broken insulators replaced, and dirty ones cleaned. Especially examine the joint between the lead-in wire and the aerial (unless the lead-in is continuous with the aerial, and no joint is used), making sure that the two wires are tightly soldered together. See that there are no breaks in the lead-in or aerial wires, and that the lead-in insulator is in good condition.

Then the set should be subjected to a thorough inspection. Dust in the set, especially between the plates of tuning condensers and about lugs, considerably lowers the set's efficiency. In damp weather this effect is especially noticeable, for then the moist dust acts as a conductor, dissipating the weak radio currents. All dust that has col-

(Continued on Page 4.)

"Activity In Crosley Factories Is Greater Than In All Others"

More Work Being Done in "Better—Cost Less" Plants Than in All Others Combined, Traveling Man Says.

Recently a traveling man, who is in very close contact with every large radio manufacturing concern in the United States, stated there was more activity in the Crosley factories than in all the other radio plants combined. Perhaps this was somewhat of an exaggeration; possibly not. But he was amazed to see more than 1,000 men and women busily engaged in the making of receiving sets at this time of the year. And he had time to visit but one of the several Crosley factories, all of which are running full blast.

Crosley radios are being turned out today in numbers almost equal to those produced in November. Orders are piling in from all sections of the country, even dealer begging us to supply certain distributors in order that they might obtain the merchandise they need so badly. Production is being increased rapidly and raw material is being ordered in such tremendous quantities as to permit volume production for several months to come.

Indications now are that there will be no off-season for Crosley authorized dealers. There appears to be no let-up in sight. Jobs are always wisely cautious at this time of the year, are placing big orders for deliveries at intervals over the next three months. The public is buying as never before at this season, and on a scale almost equal to that of the early winter period.

Radio reception is better now than it has been during the past winter. A sort of an atmospheric curtain that has hindered radio reception to a certain extent this winter has lifted and distant stations are booming in with greater volume than ever before. Radio buyers are hearing about this improved reception and are buying receiving sets. They know there is obtainable now the very type of merchandise they have been awaiting—four and five tube radios at prices they can afford to pay. The new Crosley line is being welcomed everywhere. Never before has such enthusiasm

(Continued on Page 4.)

Crosley WLW Programs For Week of March 28

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Sunday, March 28th, 1926 Central Standard Time.

9:30 A. M.—Sunday School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern. Singers—Children's Chorus from the Westwood Methodist Episcopal Church, under direction of Mrs. Edwin Weber. Soloist—Mrs. Edwin Weber. Accompanist—Miss Ruth Weber. Superintendent—The Rev. Lyndon E. Pfifer, Assistant Editor Adult and Home Publications, Methodist Book Concern. Teacher—Dr. Henry H. Meyer, Editor-in-Chief Sunday School Publications, Methodist Book Concern.

10:30 A. M.—Weather Forecast and River Stages.
11:00 A. M.—Morning Worship from the Seventh Presbyterian Church, Madison and Clevview Aves. Jesse Halsey, Minister Dan Beddoe, Soloist Adolph H. Stadermann, organist. Prelude—"Calvary's Mournful Mountain Climb" ... McFarlane Salutation The Lord's Prayer Gloria Organ Interlude Trio—"O Thou, in All Thy Might" ... Rubenstein Miss Clark, Miss Nobles, Mr. Beddoe Children's Sermon Hymn Scripture Lesson Pastoral Prayer Chimes Announcements Offertory—"Adagio in A minor" ... Faure Solo—"The Palms" ... Baure Mr. Beddoe Prayer Hymn Sermon—"Tears and Triumphs" Hymn Benediction Gloria Postlude

4:00 P. M.—Organ Recital by Johanna Grosse.
7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills; Dr. Frederick MacMillin, Minister.
8:30 P. M.—Concert furnished by The H. & S. Pogue Company; Orchestra directed by the well-known bandmaster, Walter Esberger. Soloist: Ralph Thomas, tenor Charles Ridgeway, accompanist 1. March: "The Gridiron" Pryor 2. Waltz: "Gold and Silver" Lehar 3. Overture: "Maritana" Wallace 4. Barcarole ... Rivela 5. Characteristic: "Punchinello" Herbert 6. Romanze ... Rubenstein 7. Selection: "Alma, Where Do You Live?" Briquet 8. Intermezzo: "Coquette" Tobani 9. Finale: Excerpts from "Eileen" ... Herbert (The Baldwin Piano)

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Monday, March 29th, 1926 Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stratman of the Physical Department of the Y. M. C. A.
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
9:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.

11:00 A. M.—Market Reports.
11:55 A. M.—Correct Time and Weather Forecast.
12:05 P. M.—Religious Services conducted by Rev. George H. Kase.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Popular piano selections by Jimmy Kelly.
4:30 P. M.—Official Police Bulletin.
5:00 P. M.—U. S. Market Reports and Weather Forecast.
7:00 P. M.—Dinner Concert from the Hotel Gibson Florentine Room; orchestra directed by Robert Visconti.
7:30 P. M.—Theatrical feature.
7:40 P. M.—Continuation of Hotel Gibson concert.
8:00 P. M.—Concert by The Cincinnati Times-Star Orchestra. William J. Kopp, director. Soloist: Howard Hafford, tenor Compositions by Italian Composers.

1. March—"Italian Songs"
2. Overture—"The Force of Destiny" ... Verdi
3. Selection—"The Elxir of Love" ... Donizetti
4. Quartette—"Rigoletto" ... Verdi
5. Ballet Music—"Excelsior" ... Marenco
6. Sextette—"Lucia de Lammermoor" ... Donizetti
7. Ballet and Chorus from "William Tell" ... Rossini
8. Intermezzo—"Cavalleria Rusticana" ... Mascagni
9. Selection—"The Cobbler and the Fairy" ... Ricci
10. Russian Ballet Music
11. Finale—"Tarantella" ... Ardit (The Baldwin Piano)

WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Tuesday, March 30th, 1926 Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stratman of the Physical Department of the Y. M. C. A.
8:00 A. M.—Morning Devotion under the auspices of Parkway Y. M. C. A.
9:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
11:00 A. M.—Market Reports.
11:55 A. M.—Correct Time and Weather Forecast.
12:10 P. M.—Noon Concert from Hotel Gibson; orchestra directed by Robert Visconti.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
4:00 P. M.—Sermon by Rev. Henry C. Koch of St. Paul's Evangelical Church, College Hill.
4:10 P. M.—French Lesson by Madame Ida Teimplidis.
4:30 P. M.—Official Police Bulletin.
6:00 P. M.—Norrine Gibbons and her girl friend.
6:20 P. M.—Talk on Dogs by R. L. Davis, well known dog authority.
6:30 P. M.—Mary Barbara, the Sweetheart of Radio. "The Marvelous Voice of Mysterious Age."
6:50 P. M.—Weather Forecast and Market Reports.
7:00 P. M.—Historical Appreciation of music by Etelka Evans, Cincinnati Conservatory of Music.
7:20 P. M.—Crosley Popular Science Lecture, "The Big Trees of California," by Willis T. Sparhawk.
7:30 P. M.—"Piano Memories" by the Crosley Piano Request Lady, Mary Louise Woseczek, Nourture, Op. 9, No. 2... Chopin The Squirls ... Koepke Cradel Song, Op. 13 ... Ilyinsky Petite Valse, Op. 10, No. 2 Karganoff Papillon ... Grieg Angelus ... Massenet

7:50 P. M.—Third in a series of talks on "Why Go To College." Topic: "Fraternalities and Clubs," by Richard Brown, Vice President of the University Y. M. C. A.
8:00 P. M.—Old Time Review of the Crosley Burnt Corkers, comedians and instrumentalists, in a potpourri of wit and melodies of other days, dedicated to Kansas Jobbers in the State of Kansas featuring: The Musicone Male Quartet, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnen; Interlocutor.
9:00 P. M.—Concert program featuring the Formica Orchestra, William C. Stoess, director, under auspices of the Formica Insulation Company. Formica Symphony Orchestra, in a program of Rudolph Friml. (1) Selections from "You're in Love." (2) a. Romance b. Canzonetta (3) Excerpts from "Katinka." (4) a. Berceuse b. Melodie (5) Finale: Music from the comedy-opera "The Firefly."
10:00 P. M.—Dance Selections from Castle Farm. (The Baldwin Piano)

of the University Y. M. C. A. P. M.—Old Time Review of the Crosley Burnt Corkers, comedians and instrumentalists, in a potpourri of wit and melodies of other days, dedicated to Kansas Jobbers in the State of Kansas featuring: The Musicone Male Quartet, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnen; Interlocutor.

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10:00 P. M.—Dance Selections from Castle Farm. (The Baldwin Piano)

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WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Wednesday, March 31st, 1926 Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stratman of the Physical Department of the Y. M. C. A.
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
9:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
11:00 A. M.—Market Reports.
11:55 A. M.—Weather Forecast and Correct Time.
12:05 P. M.—Organ Selections by Petronella Trimbur.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
3:30 P. M.—Kroger cooking chats—conducted by Judith Anderson, "Hints on the Art of Cooking and Some of My Best Recipes," under the auspices of The Kroger Grocery and Baking Co. P. M.—Shut-in Program, directed by William Duning, co-operating with the Settlement Schools and other institutions assisted by the Cincinnati Exchange Club.
4:30 P. M.—Official Police Bulletin.
6:45 P. M.—S. Weather Forecast and Market Reports.
7:00 P. M.—Dinner concert from the Hotel Gibson, Robert Visconti, director.
7:30 P. M.—Farm Bureau Talk: "Direct To Packer Shipments of Livestock" by H. L. Evans.
7:40 P. M.—Continuation of Hotel Gibson Concert. Special Holy Week Feature.
8:00 P. M.—"Music and the Church" a paper by Mrs. John A. Hoffmann, President of Clifton Musical Club.
9:00 P. M.—The Crescendon String Quartet: W. C. Stoess, 1st violin Knri A. Payne, 2nd violin Ubert Neely, viola Arthur L. Knecht, cello P. M.—Fern Schubert in humorous readings.
9:45 P. M.—Crosley Male Quartet. Fenton Pugh, first tenor Russell Dunham, second tenor Richard Fluke, baritone Leland Sheehy, bass Walter De Vaux, accompanist
10:00 P. M.—University of Cincinnati Men's Glee Club, Richard A. Fluke, director.
10:30 P. M.—Song recital by Ralph Thomas, lyric tenor, accompanied by Charles Ridgeway.
11:00 P. M.—The Crosley Male Quartet.
11:15 P. M.—"The Maids of Melody," Hortense Rhodes and Grace Donaldson.

11:00 A. M.—Market Reports.
11:55 A. M.—Weather Forecast and Correct Time.
12:05 P. M.—Organ Selections by Petronella Trimbur.
1:30 P. M.—Business Reports.
3:00 P. M.—Market Reports.
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7:30 P. M.—Farm Bureau Talk: "Direct To Packer Shipments of Livestock" by H. L. Evans.
7:40 P. M.—Continuation of Hotel Gibson Concert. Special Holy Week Feature.
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9:00 P. M.—The Crescendon String Quartet: W. C. Stoess, 1st violin Knri A. Payne, 2nd violin Ubert Neely, viola Arthur L. Knecht, cello P. M.—Fern Schubert in humorous readings.
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WLW PROGRAM

The Crosley Radio Corporation, Cincinnati, Ohio, 422.3 Meters—710 K. C. Friday, April 2nd, 1926 Central Standard Time.

7:30 A. M.—Healthful Exercises by William Stratman of the Physical Department of the Y. M. C. A.
8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
9:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.
11:00 A. M.—Market Reports.
11:55 A. M.—Weather Forecast and Correct Time.
12:30 P. M.—Noonday Concert from

of the University Y. M. C. A. P. M.—Old Time Review of the Crosley Burnt Corkers, comedians and instrumentalists, in a potpourri of wit and melodies of other days, dedicated to Kansas Jobbers in the State of Kansas featuring: The Musicone Male Quartet, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnen; Interlocutor.

9:00 P. M.—Concert program featuring the Formica Orchestra, William C. Stoess, director, under auspices of the Formica Insulation Company. Formica Symphony Orchestra, in a program of Rudolph Friml. (1) Selections from "You're in Love." (2) a. Romance b. Canzonetta (3) Excerpts from "Katinka." (4) a. Berceuse b. Melodie (5) Finale: Music from the comedy-opera "The Firefly."
10:00 P. M.—Dance Selections from Castle Farm. (The Baldwin Piano)

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WLW PROGRAM

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8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
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11:00 A. M.—Market Reports.
11:55 A. M.—Weather Forecast and Correct Time.
12:05 P. M.—Organ Concert by Mildred Prigge, pupil of Johanna Grosse, featuring hits from favorite light operas.
12:30 P. M.—Health talk by Dr. Carl A. Wilzbach, Executive Secretary of the Central Y. M. C. A.
1:30 P. M.—Business Reports.
2:00 P. M.—Ethical Study of the Modern Drama, conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School.
3:00 P. M.—Market Reports.
4:00 P. M.—Piano recital by Adelaide Apfel.
6:15 P. M.—Musical Hankshakes by Bob Groenke and Jim Mischler, the original Crosley Hello Boys.
6:45 P. M.—"The Eyes Have It" by C. H. Hoffman.
6:50 P. M.—Weather Forecast and Market Reports.
7:00 P. M.—Dinner concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
7:30 P. M.—Educational feature—Wild Animals in Captivity.
7:40 P. M.—Continuation of Gibson Hotel Concert.
10:00 P. M.—Three minute message from the U. S. Civil Service Department.
10:03 P. M.—Popular Concert by the Doherty Melody Boys, dedicated to Crosley Jobbers in the State of Alabama, (furnished by the French Bros.-Bauer Co.). Frank Pendergast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flanagan, saxophone; Frank Bratt, saxophone; Ridge Blugau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Reubenbauer, drums and cymbals.
11:00 P. M.—An Hour of "April Foolishness" with Senator Schultz, Ray Sullivan, and other popular WLW artists.
12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the State of Montana. (The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Kan and Chief Barker, with interviews of dance music from Castle Farm.) (The Baldwin Piano)

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6:15 P. M.—Musical Hankshakes by Bob Groenke and Jim Mischler, the original Crosley Hello Boys.
6:45 P. M.—"The Eyes Have It" by C. H. Hoffman.
6:50 P. M.—Weather Forecast and Market Reports.
7:00 P. M.—Dinner concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
7:30 P. M.—Educational feature—Wild Animals in Captivity.
7:40 P. M.—Continuation of Gibson Hotel Concert.
10:00 P. M.—Three minute message from the U. S. Civil Service Department.
10:03 P. M.—Popular Concert by the Doherty Melody Boys, dedicated to Crosley Jobbers in the State of Alabama, (furnished by the French Bros.-Bauer Co.). Frank Pendergast, piano and director; L. J. Doherty, banjo, entertainer and Manager; Chuck Flanagan, saxophone; Frank Bratt, saxophone; Ridge Blugau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Reubenbauer, drums and cymbals.
11:00 P. M.—An Hour of "April Foolishness" with Senator Schultz, Ray Sullivan, and other popular WLW artists.
12:15 A. M.—Night Howls by the Crosley Sky Terriers. Dedicated to Crosley Distributors in the State of Montana. (The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Kan and Chief Barker, with interviews of dance music from Castle Farm.) (The Baldwin Piano)

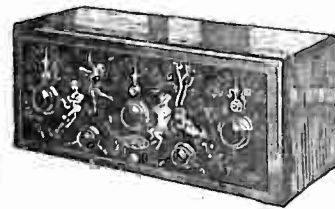
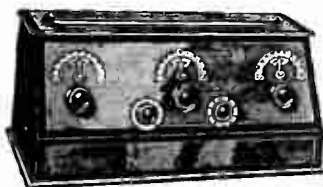
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12:30 P. M.—Health talk by Dr. Carl A. Wilzbach, Executive Secretary of the Central Y. M. C. A.
1:30 P. M.—Business Reports.
2:00 P. M.—Ethical Study of the Modern Drama, conducted by Rev. John Edwin Price, First Universalist Church, Home of the Broadwell Evening School.
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11:00 P. M.—

CROSLY RADIO

FOUR ENTIRELY NEW SETS

Definite Improvements On Ideas Heretofore Found Only In the Higher Priced Field



**THE CROSLY 4-29 and 5-38
NEW 4 and 5 TUBE RADIOS**

With A New Amplifying Device Improving Volume and Selectivity



The Exclusive Reserve Volume Feature

Crosley 4-Tube 4-20

Using only four tubes, this attractive set delivers an extraordinary performance because the Crescendone control is equivalent to one or more additional tubes of tuned radio frequency amplification. Scarcely audible signals from distant low-powered stations can be built up to dancing volume, and local high-powered stations cut down to a whisper without impairing the tonal quality. Attractively cabinetted in hardwood, finished in two-toned mahogany, the 4-29 is destined to win a popularity that will be sensational even according to Crosley standards. Without accessories. **\$29**

Crosley 5-Tube 5-38

On the basis of exhaustive laboratory tests during development, the 5-38 is offered as capable of exactly duplicating any standard 5-tube set in volume, selectivity, sensitivity, and tonal qualities. In addition it incorporates the Crescendone for extra volume on those distant stations which do not ordinarily operate a loud speaker to satisfaction. Imagine any good 5-tube set lifted into the realm of the extraordinary simply by the turn of a dial—and you have the new Crosley 5-38! Hardwood cabinet, mahogany finish. Without accessories. **\$38**

**RFL-60
Genuine RFL Circuit
Five Tube Sets
Incorporating True Cascade Amplification**

Crosley 5-Tube RFL-60
An entirely new and patented circuit that provides true cascade amplification largely through the use, in each radio frequency stage, of a complete Wheatstone Bridge whose balance is practically uniform at all wave lengths. Non-oscillating at any frequency, non-radiating, and cannot be made to howl even if mishandled. A set so marvelous in its performance that its appearance on the market will automatically create a new standard of comparison. Solid mahogany cabinet. Without accessories. **\$60**

Crosley 5-Tube RFL-75
This, the most luxurious Crosley ever offered, is unique in the remarkable degree of selectivity it provides. Absolutely non-radiating and completely fool-proof, Crosley RFL sets are recommended for satisfactory performance in the hands of inexperienced operators. Stations can be accurately logged. For accuracy, simplicity, and speed in tuning, for clarity and fidelity in tone, for decorative beauty and value—the Crosley RFL-75 stands unchallenged. The solid mahogany duo-toned cabinet holds all batteries. Without accessories. **\$75**



The CRESCENDONE

How often have you been receiving some very attractive distant program in volume insufficient to operate the loud speaker satisfactorily—and wished that there was some knob or dial you could turn to build that volume up and flood the house with music? Heretofore, no set provided such a knob or dial which, almost by magic, would swell that signal into a full, impressive crescendo. Now it is offered as an exclusive Crosley feature—also a sufficient reason for selecting a Crosley above all other sets. It is the Crescendone. Every radio owner and lover should not fail to have it demonstrated by the nearest Crosley dealer.

For Sale by

E-654

USE
THIS

“ADV”

IN YOUR LOCAL

NEWSPAPER



It will permit you to tie-up

in fine style with our

National Campaign



Furnished Either in Mat

Or Electrotpe Form



If you want an electro-

type, ask for E.654. If

you can use a mat, ask

for M-654.

Send Your Order To

THE CROSLY RADIO

CORPORATION

CINCINNATI

OHIO

Crosley Sales and Service Manual

SERVICE HINTS

TUBES

The UX base differs from the UV base in that it is supplied with longer prongs, designed to fit a special push socket. All UX tubes will fit this type of socket, including UX 199. The catch pin has been moved down in proportion to the lengthening of the prongs, and the diameter of the base (in all except the 199) remains the same, so that UX base tubes (except the 199) will fit UV sockets, as supplied in the older Crosley models. UV base will not fit UX sockets, however, and as the new Crosley sets (models 5-38, 4-20, and RFL) are supplied with UX sockets, UX base tubes, must be used in them. The base of UX 199 is smaller in diameter than that of the other tubes, and an adapter must therefore be used to fit it to UV sockets, though it will fit the standard UX socket without an adapter.

Danger from overloading. The 199 and 201-A type tubes use special filaments that require very little current. The filament consists of a fine thoriated tungsten wire. Thorium is the active element and is brought to the surface of the wire by heating. During the process of manufacture of these tubes, they are burned with no "B" battery connected for a sufficient length of time to create a highly active thorium layer in the outer surface of the filament. When they are put into service, this active layer emits electrons at a very low temperature, say cherry-red. The electrons are pulled away from the filament by the "B" battery and the active element gradually dissipated.

If while in use with "B" battery connected the filament is heated above the proper temperature, the active element is very rapidly forced out of the surface layer, and the filament ceases to function properly. The tube is then said to be "paralyzed." Failure of tubes of this type to operate is seldom due to the filament burning out—it is usually the result of the active substance having been forced out of the outer filament surface, or perhaps out of the entire filament. If burned at their normal filament temperature, the tubes do not become inactive until after many hours of service. However, if burned with slightly too much filament current, their life is materially reduced.

Inasmuch as the volume goes up when these tubes are overloaded, there is always the temptation for the operator to burn them with too high a filament current, thereby shortening their life. The 201-A type of tube is not so sensitive to

this overloading as the 199 type. When customers complain of 199 type tubes going bad within a few days, it is almost certain that they have been overloading them. The 11 and 12 type tubes use a filament the active element of which is a metallic oxide which has been mechanically coated on the filament wire. Elements have, however, been added to the oxide coating in order to make it less sensitive to filament overloading. The life of these tubes is not, therefore, so liable to be seriously reduced by their being over-loaded in an attempt to get the maximum amount of volume from them. The dealer should caution purchasers not to burn his tubes with the rheostat turned on too far. Tubes of the 200 type have a plain metallic tungsten filament, and are designed to burn bright, like the ordinary incandescent lamp. There is very little danger of injuring them from overloading, as they work best at filament temperatures well within the safety range. Failure to operate after an extended period of service is, with this type of tube, generally due to the filament being burned out.

Rejuvenating tubes. When tubes with thoriated tungsten filaments fail to operate, it is generally due to the active element having been forced from the outer portion of the filament, either through continued use, or through overloading the filament. As some of the active element often remains in the innermost portions of the filament, it is sometimes possible to force this out into the surface layers, and thus add considerably to the active life of the tube. It is said that this can be done in approximately 30 per cent of the cases, by burning the tube for about 30 minutes with slightly more than the ordinary filament current, and with the "B" battery disconnected. Preferably use alternating current. This may be obtained from an ordinary toy transformer connected to 110 volt A. C. power supply. There is no surety that this method will rejuvenate the tube, though it is said often to be quite effective, especially with tubes of the 201-A type. The WD-11 and 12 tubes, with mechanically oxide coated filament, cannot be rejuvenated by this method.

Maid of Melody

Hortense Rhodes and Grace Donaldson are known as the Crosley "Maid of Melody." They broadcast through the WLW Station, Cincinnati, Wednesday evenings.

SALES HINTS

Building A Mailing List

One of the most effective ways of developing sales is through advertising by mail. The most important factor in the success of such a campaign is the mailing list. Even a poor letter, folder, or other matter may produce business if sent to a good list, but the best letter and the best appeal in the world has not a chance if the mailing list is poor.

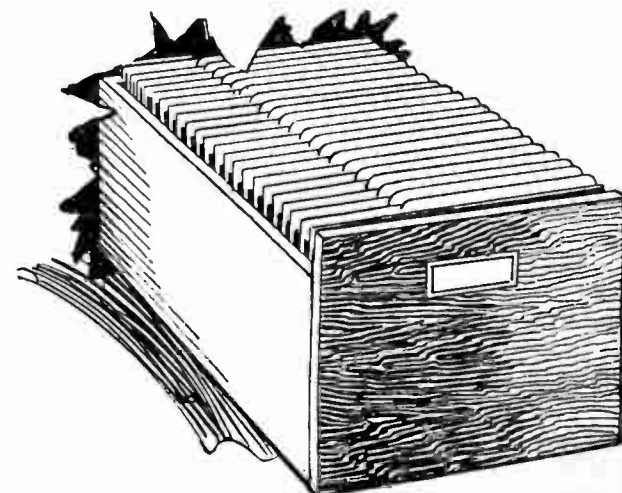
Let your mailing list, therefore, be a live, up-to-date part of your business-getting organization—let it have the full amount of attention it deserves—over-estimate rather than subordinate its importance.

A mailing list should not be a mere collection of names. There are certain well-defined classes of

producing possibilities of direct by mail advertising.

The following sources may suggest some ways in which you can build an effective mailing list:

- Names suggested by customers.
- City directory (selected streets in the best residential districts).
- Telephone directory (a telephone is an index of financial standing).
- Telephone directory (classified advertising columns).
- Voters' lists.
- County clerk's records.
- Membership lists of clubs and lodges.
- Automobile license records.
- Property owners' list.
- Taxpayers' list (above minimum amount).



individuals most likely to buy radio equipment from you. Your mailing list should be a compact record of your prospective buyers—people who can unquestionably afford a radio set and who can be influenced by your business appeal. Apply the acid tests of financial standing, mentality, habits, ambitions and desires to people before putting their names on your list.

A radio dealer may have a mailing list of anywhere from 500 to 50,000 names, depending on the city in which he is located. The average radio dealer should have a list of 1,000 to 3,000 prospects—a list, which, if properly worked, should bring in real sales. Experience has shown that a hand-picked, carefully culled list of this character can be made to produce at least 10 per cent return in sales. In other words, a prospect list of 3,000 names should produce 300 sales by mail promotion; that is, apart from sowing seed from which salesmen-cannvassers should harvest. Even a 1 per cent return would be 30 sales—a fact which indicates the sales-

License records (many classes of stores have to obtain licenses).

Payrolls of factories and stores.

Business men's associations (Rotary, Kiwanis, etc.).

Postmaster (or Postman) for rural route lists.

Blue books, society registers, directory of directors (which are published in larger cities).

News items (on society page of local newspapers).

Other merchants (exchange of lists).

Membership lists of churches, church societies, etc.

County and city employees.

Prospects supplied from manufacturer's advertising.

We strongly urge every Crosley dealer to compile a good mailing list as early as possible—before the big 1926-27 selling season opens.

Our advertising plan includes the provision of expertly-planned literature and direct-mail material, and our advertising department is always glad to co-operate in preparing or checking over direct mailing plans for our dealers.

Boy In Switzerland Hears Cincinnati Radio Station

Those who participated in the International Radio Week tests in this country may not have been quite as fortunate in tuning-in distant broadcasting stations as their fellow listeners across the ocean. A letter has just been received by George J. Gruen, prominent Cincinnati manufacturer of watches, in which his son told of hearing the Crosley WLW station broadcasting. A portion of his letter is interesting because of its report of reception in Switzerland:

"We heard a few stations in Switzerland and from Paris and

London. In the evening I was invited to listen to radio concerts and did so until one-thirty in the morning. We heard Mexico City and some American station — we just heard the last part of the announcement, U. S. A., and then a jazz band started to play. Just as we were ready to learn what station it was, some station in France comes along and spoils the whole show. During the international tests last week, WLW Cincinnati, was heard in London, Paris, Vienna, Berlin, etc.—".

The rest of the letter was personal and only concerned young Gruen's father. This is only one of several verifications of the reception of American stations being heard abroad.

DAILY PROGRAMS

(Continued from Page 2)
the Hotel Gibson; orchestra under the direction of Robert Visconti.
"Silent Night"
(The Baldwin Piano)

WLW PROGRAM

The Crosley Radio Corporation,
Cincinnati, Ohio.
422.3 Meters—710 K. C.
Saturday, April 3rd, 1926
Central Standard Time.

- 10:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 1:30 P. M.—Business Reports and Stock Quotations.
- 7:00 P. M.—Popular organ concert by Johanna Grosse, the Crosley organ Request Lady.
- 7:30 P. M.—Meeting of the Secretary Hawkins Radio Club.
- 8:00 P. M.—Preble County Fiddlers in old fashioned dance music.
- 8:30 P. M.—"A Step on the Stairs," sixth installment of the Radio Digest prize mystery play, produced in collaboration with the Schuster-Martin School of the Drama.
- 9:30 P. M.—Dance Music from Cas-the Farm.
(The Baldwin Piano)

If you wish to BUY or SELL
SECURITIES

Or own some about which you
DESIRE INFORMATION
COMMUNICATE WITH US
Our Statistical Department is At
Your Service

WESTHEIMER & CO.

Members of—
The New York Stock Exchange
The Cincinnati Stock Exchange
Telephone Main 567
326 Walnut Street

**SELL YOUR CROP
OF**

TOBACCO

AT THE

**KENTON LOOSE LEAF
TOBACCO WAREHOUSE**
Covington, Ky.

We broadcast daily at
11:00 a. m. and 1:30 p. m.
Financial News
Market Reports.
Government Bond
Quotations
Call Money Rates
Foreign Exchange, Grain
and Live Stock
Quotations.
Bond Department
**THE
FIFTH-THIRD
NATIONAL BANK**
of Cincinnati.

**CROSLY
RADIOS**

Distributed by
THESE JOBBERS

OHIO, KENTUCKY, INDIANA

**The JOHNSON-ELECTRIC
Supply Company**
331 Main St. 232 E. Fifth St.
CINCINNATI
Radio and Electrical Supplies of
Quality
Write Us for Dealer Proposition

ILLINOIS

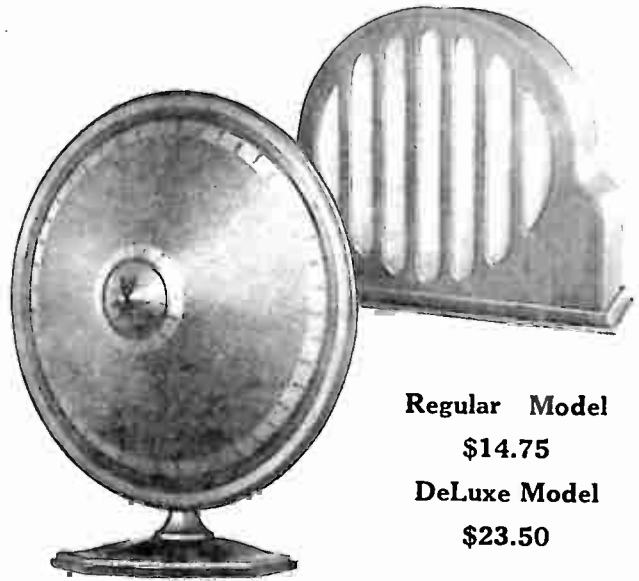
National Supply Co.

Distributors of
CROSLY Sets, MUSIC MASTER
reproducers, TOWER headsets,
EVEREADY batteries,
and complete line of Supplies.
PEORIA, ILLINOIS.

**The Fastest Selling
Radio Reproducer
On the Market!**

IT'S A

CROSLY MUSICONE



Regular Model
\$14.75
DeLuxe Model
\$23.50

Crosley Musicones are being sold to owners of all types of radio receiving sets. Thousands of persons are purchasing them to take the place of other loud speakers, realizing the Musicones give absolutely perfect service. Every note, from the highest to the lowest, is reproduced exactly as broadcast. In appearance it has no equal, in efficiency it is a leader in the field and it is priced exceptionally low. There is no sales resistance. Feature the Musicone and prosper.

The Crosley Radio Corporation
CINCINNATI